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(CBC) RESEARCH *report*



No 5257

THE PERFORMANCE OF CBC ENGLISH
TV NETWORK PROGRAMS:

FALL-WINTER SEASON 1970-71

WEEKLY REPORTS:
SEPT. 11, 1970 - MAY 27, 1971



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A CBC RESEARCH REPORT

THE AUDIENCE PERFORMANCE OF CBC ENGLISH TV NETWORK PROGRAMS:

FALL-WINTER 1970-71

This file contains weekly reports on the audience performance of CBC-TV English (and CTV) network programs throughout the 1970-71 fall-winter season - primarily, on the weekly fluctuations in the size of their audiences and on the extent to which these programs were actually enjoyed by those who watched them.

The source of this information is the CBC English TV Network Audience Panel. This is a continuing panel of some 2200 respondents selected, on a probability sampling basis, to be representative of all persons in Canada, with television, over the age of 11, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. Panel members provide daily records of the programs they have or have not seen that day and also indicate the extent to which they have enjoyed those programs they have seen.

To minimise the danger of any respondent remaining on the panel too long and of his reactions thereby becoming biased, the entire panel is systematically 'rotated', a proportion of all panel members being retired and a new probability sub-sample drawn as a replacement each week. Over this past 1970-71 fall-winter season the panel covered 37 consecutive weeks of programming, from 11th September 1970 to 27th May 1971, in the course of which audience information was obtained from a total sample of some 12,500 respondents relating to over 5000 individual network broadcasts.

These weekly reports are essentially general summaries of program performance and hence deal mainly with the reactions of the audience or potential audience as a whole to each program as a whole. The panel is also, however, the source of more detailed information required for programming, sales and other purposes. This relates mainly to (a) the reactions of different demographic segments of the viewing public and of different 'types' of viewers to the various programs available to them, (b) audience reactions to particular parts and aspects of programs and program series, including reactions to individual performers, (c) broad patterns of viewing behaviour as revealed, for example, by reach-frequency and cumulative audience analyses, and (d) long-term trends in program and overall network performance. This information is separately reported, periodically and/or as required.

May 1971.

A CBC RESEARCH REPORT

TV/70/41

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 11 - 17, 1970

INTRODUCTION

This is the first weekly report from the new 1970-71 audience panel operation. It covers the period September 11-17 when many programs in the new fall-winter schedule were having their first showing of the season. As experience has shown, many of these initial audience reactions to network series will almost certainly undergo some change as the season progresses, particularly as the competitive situation becomes more stabilized; these initial reactions should not therefore be taken as necessarily predictive.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 11-17, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ROWAN AND MARTIN	Fri. 8:00- 9:00	32	65
RED SKELTON	Tue. 8:00- 8:30	28	77
THE INTERNS	Thu. 8:00- 9:00	28	81
THE BOLD ONES	Mon. 9:00-10:00	26	82
'IT WAS A SHORT SUMMER, CHARLIE BROWN'	Sun. 7:00- 7:30	26	70
STOREFRONT LAWYERS	Tue. 9:00-10:00	25	78
GREEN ACRES (Repeat)	Mon. 8:00- 8:30	22	70
'OSAKA FAREWELL'	Sun. 8:00- 9:00	21	78
THE FORSYTE SAGA (Episode 24)	Sun. 9:00-10:00	21	70
BILL COSBY	Sun. 7:30- 8:00	20	69
EXPO BASEBALL	Wed. 8:00-10:22	20	80
* CBC NATIONAL NEWS	S-S. 11:00-11:30	17	78
<input type="checkbox"/> FOOTBALL-CFL (Hamilton at Montreal)	Sat. 8:00-11:02	15	71
TELESCOPE (Profile of Donald Sutherland)	Tue. 8:30- 9:00	12	60
BASEBALL-MAJOR LEAGUE	Sat. 2:00- 5:43	11	77
<input type="checkbox"/> FOOTBALL-CFL (Saskatchewan at Edmonton)	Sat. 8:00-10:28	11	76
EDGE OF NIGHT	M-F. 3:30- 4:00	10	86
'DANNY AND NICKY'	Sun. 10:00-11:00	10	75
THE NATURE OF THINGS (Repeat)	Mon. 10:00-10:30	10	73
GALLOPING GOURMET	M-F. 4:00- 4:30	8	71
TUESDAY NIGHT	Tue. 10:00-11:00	8	63
('The Green, The Orange and The White')			
CONSTITUTIONAL CONFERENCE	Wed. 7:30- 8:00	5	58
COUNTRY CALENDAR	Sun. 1:30- 2:00	5	77
MUSIC TO SEE	Sun. 5:00- 5:30	4	54
ONE MORE TIME	Mon. 8:30- 9:00	4	42
TAKE THIRTY	M-F. 3:00- 3:30	3	63
INTERTEL: 'WHO SPEAKS FOR MAN'	Sun. 4:00- 5:00	3	70
THE NEW MAJORITY (Repeat)	Mon. 10:30-11:00	3	\$
SPORTS WEEK	Sat. 5:45- 5:56	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

☐ Eastern network only.☐ Western network only.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . The biggest adult-teenage audiences this week, each in the 28-32 per cent range, went to 'Rowan and Martin', 'Red Skelton' and 'The Interns' - the latter a new CBS medical drama series. Beginning its second season on the CBC network, ROWAN AND MARTIN, at 8:00-9:00 pm Friday, drew a national audience of 32 per cent - several percentage points above the series' average audience for 1969-70 - and, in the common CBC-CTV reception area, outrated the directly-opposing CTV 'Friday Night Movie' in a ratio of about 4:3. Friday's 'Rowan and Martin' debut show was not, however, particularly well received by those who watched it, its index of enjoyment of 65 being lower than that of any 'Rowan and Martin' broadcast last season (average index 70).
- . The new half-hour RED SKELTON series (Tuesday, 8:00-8:30 pm) which made its network debut last Tuesday evening, both this week and last attracted a national adult-teenage audience of 28 per cent. With this week's show rating an index of audience enjoyment of 77, the overall performance of the series thus far is about the same as that of last year's hour-long 'Skelton' series. In the common CBC-CTV reception area the new half-hour 'Skelton' show has, both weeks, shared audience about equally with the directly opposing CTV series 'Mod Squad' which, though presenting repeat programming, continues to be very well received by those who watch it - indices of enjoyment are in the high 80-82 range.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 11 - 17, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
'VOLCANO - BIRTH OF AN ISLAND'	Thu. 7:30- 8:00	9	87
KALEIDOSPORT	Sun. 2:30- 3:56	7	68
THE GROUP	Sun. 5:30- 6:00	3	55
VIEWPOINT	M-F. 11:20-11:25	3	\$
* KLAHANIE	Sat. 1:30- 2:00	2	82
INTERNATIONAL ZONE	Sun. 2:00- 2:30	1	\$
BONNIE PRUDDEN	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	15	84
JULIA	Fri. 7:30- 8:00	9	77
* BEVERLY HILLBILLIES	M-F. 5:30- 6:00	8	79
SINGALONG JUBILEE (Repeat)	Fri. 9:00- 9:30	8	74
MISSION IMPOSSIBLE (Repeat)	Fri. 9:30-10:30	7	72
THEATRE CANADA ('Very Special Shoes')	Thu. 9:00- 9:30	7	69
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	5	49
COMEDY CRACKERS (Repeat)	Wed. 10:30-11:00	5	64
♠ GALLOPING GOURMET	Sat. 6:30- 7:00	5	78
ONCE MORE WITH FELIX	Mon. 7:30- 8:00	4	54
MUSIC ALBUM	Thu. 9:30-10:00	3	58
'CANADIAN OLYMPIC-TRAINING REGATTA'	Sat. 7:00- 7:30	2	\$
ENCOUNTER	Sat. 6:06- 6:30	1	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	21	77
IRONSIDE	Mon. 10:00-11:00	19	83
DEAN MARTIN	Thu. 8:30- 9:30	17	77
MOD SQUAD (Repeat)	Tue. 7:30- 8:30	17	82
FRIDAY NIGHT MOVIE ('A Guide For The Married Man')	Fri. 8:00-10:00	16	71
+ MANNIX	Thu. 10:00-11:00	16	78
ACADEMY PERFORMANCE ('Tony Rome')	Sat. 8:00-10:00	15	69
MARCUS WELBY, M.D. (Repeat)	Sun. 10:00-11:00	13	85
FOOTBALL-CFL (Calgary at Hamilton)	Wed. 8:00-10:30	13	77
F.B.I. (Repeat)	Fri. 10:00-11:00	13	78
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	70
UFO	Mon. 7:00- 8:00	13	64
+ ROOM 222	Tue. 8:30- 9:00	12	81
JACKIE GLEASON (Repeat)	Sat. 7:00- 8:00	12	70
+ THE COURTSHIP OF EDDIE'S FATHER (Repeat)	Tue. 7:00- 7:30	12	77
THE FABULOUS SIXTIES (Repeat)	Sun. 9:00-10:00	12	70
+ FAMILY AFFAIR	Thu. 7:00- 7:30	11	78
'FROM KITTY HAWK TO PARIS'	Sun. 7:30- 8:30	9	81
THE SPECIAL GENTRY TWO (Repeat)	Fri. 7:00- 8:00	9	64
NASHVILLE NORTH	Mon. 8:00- 8:30	9	58
'AUTUMN ACROSS NORTH AMERICA'	Tue. 10:00-11:00	9	86
CTV NATIONAL NEWS	S-S. 11:00-11:20	8	78
+ TOM JONES (Repeat)	Thu. 7:30- 8:30	8	64
+ I DREAM OF JEANNIE (Repeat)	Sun. 7:00- 7:30	8	72
△ FOOTBALL-CFL (Winnipeg at Vancouver)	Sun. 2:00- 4:30	6	87
⚡ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	74
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	66
□ FOOTBALL-CFL (Ottawa at Toronto)	Sun. 2:00- 4:43	5	78
TROUBLE WITH TRACY	M-F. 3:30- 4:00	3	58
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	\$
ANOTHER WORLD	M-F. 3:00- 3:30	1	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

♠ Pre-empted in the Maritimes.

⚡ Pre-empted on CJOH (Ottawa).

△ Western network only.

□ Eastern network only.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- On Thursday, 8:00-9:00 pm, THE INTERNS made its debut on the full CBC network. It drew a national audience of 28 per cent and, in the common CBC-CTV reception area, had a slight audience advantage over the opposing 'Dean Martin'. This opening 'Interns' drama was also very well received by the great majority of those who watched it, its index of audience enjoyment being a high 81.
- Making its new season debut in the Monday 9:00-10:00 pm time slot, THE BOLD ONES this week attracted a 26 per cent national audience - several percentage points bigger than audiences recorded for the series in the early weeks of last season when it ran on Tuesdays at 9:30-10:30 pm - this despite the fact that the program is now running directly against one of the CTV network's strongest audience attractions, 'Carol Burnett'. In the common CBC-CTV reception area this week, the 'Burnett' show had only a very slight advantage over the CBC program, the ratio of their audiences being about 9:8. 'The Bold Ones' was, however, slightly the more enjoyed of the two broadcasts, its index in the common area being 81 (nationally 82) as against an enjoyment index of 77 for 'Carol Burnett'.
- Another newcomer to the CBC network this season is the CBS-produced drama series STOREFRONT LAWYERS (Tuesday, 9:00-10:00 pm). Running this week against the CTV network's final 'Everly Brothers' show of the summer season, 'Storefront Lawyers' drew a substantial 25 per cent audience across the country. However, with the return next week in the Tuesday 9-10 pm slot of the CTV's highly popular 'Johnny Cash' series, it is possible that this week's 25 per cent audience for 'Storefront Lawyers' may fall off a little in later weeks in the face of this tougher CTV competition. On the other hand, a high enjoyment index of 78 for this initial 'Storefront' program suggests a potential ability to retain a substantial audience however formidable the competition.
- The only other program to top the 25 per cent audience level this week was the cartoon special IT WAS A SHORT SUMMER, CHARLIE BROWN (Sunday 7:00-7:30 pm). This drew an adult-teenage audience of 26 per cent - plus presumably many younger viewers under the age of 12. As has been the case with almost all 'Charlie Brown' programs in the past, adult-teenage reaction to this week's broadcast was only moderately favourable - index of enjoyment on this occasion 70.
- THE BILL COSBY SHOW, which this year moves from Thursday at 8:00-8:30 pm to Sunday at 7:30-8:00 pm, began its second season on the full CBC network this week. The audience was 20 per cent - much smaller than the 27 per cent 'Cosby' audience in the initial weeks of last season but just short of the 23 per cent audience the series maintained throughout most of the 1969-70 season. In the common CBC-CTV reception area, this week's 'Cosby' audience was slightly bigger than the audience to the directly opposing CTV program, a repeat showing of a film on the history

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPORTUNE
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 11 - 17, 1970

DAY	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 11TH	7:00- 7:30	Local Programming	12	'THE SPECIAL CENTRY TWO'
	7:30- 8:00	Metronet only		
	8:00- 8:30	KEWAN AND MARTIN	27	FRIDAY NIGHT MOVIE ('A Guide For The Married Man')
	8:30- 9:00			
	9:00- 9:30		20	
	9:30-10:00	Metronet only		
	10:00-10:30		11	F.B.I.
	10:30-11:00	Local Programming		
SUN 13TH	7:00- 7:30	'IT WAS A SHORT SUMMER, CHARLIE BROWN'	10	+ I DREAM OF JEANNIE
	7:30- 8:00	BILL GOSBY	12	'FROM KITTY HAWK TO PARIS'
	8:00- 8:30	'OSAKA FAREWELL'	16	
	8:30- 9:00		8	HERE'S LUCY
	9:00- 9:30	THE FORSYTE SAGA	19	THE FABULOUS SIXTIES
	9:30-10:00			
	10:00-10:30	'DANNY AND NICKY'	7	MARCUS WELBY, M.D.
MON 14TH	7:00- 7:30	Local Programming	17	+ UFO
	7:30- 8:00	Metronet only		
	8:00- 8:30	GREEN ACRES	19	NASHVILLE NORTH
	8:30- 9:00	ONE MORE TIME	2	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	23	
	9:30-10:00		16	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS (Repeat)	7	IRONSIDE
	10:30-11:00	THE NEW MAJORITY (Repeat)	2	
TUE 15TH	7:00- 7:30	Local Programming	14	+ COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00		21	MOD SQUAD
	8:00- 8:30	RED SKELTON		
	8:30- 9:00	TELESCOPE	10	+ ROOM 222
	9:00- 9:30	STOREFRONT LAWYERS	23	EVERLY BROTHERS
	9:30-10:00		8	
	10:00-10:30	TUESDAY NIGHT ('The Green, The Orange, and the White')	7	'AUTUMN ACROSS NORTH AMERICA'
	10:30-11:00		12	
THU 17TH	7:00- 7:30	Local Programming	13	+ FAMILY AFFAIR
	7:30- 8:00	Not complete network	10	+ THIS IS TOM JONES
	8:00- 8:30	THE INTERNS		
	8:30- 9:00		24	DEAN MARTIN
	9:00- 9:30		21	
	9:30-10:00	Metronet only	7	HERE COME THE SEVENTIES
	10:00-10:30		20	+ MANNIX
	10:30-11:00	'THE WYETH PHENOMENON'		
S-S	11:00-11:19	* CBC NEWS	15	CTV NEWS

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations

Ø Data not available

NOTE: 'Live' (i.e., non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table

of aviation. Later this season, 'Cosby' on the CBC network will be directly opposed on most CTV stations by 'Matt Lincoln', a new US-produced medical drama series which will probably offer tough competition. Somewhat ominously, also, this first 'Cosby' show of the season was only moderately well received by those who watched it, the index of audience enjoyment being only 69 as against last season's average 75.

- In the usual 'Ed Sullivan' Sunday evening 8:00-9:00 pm slot, the network this week provided coverage of the closing ceremonies of the 1970 World Exposition of Japan in a program entitled OSAKA FAREWELL. This drew a fairly substantial 21 per cent audience and was much enjoyed by those who watched, index 78.
- Following this, on Sunday from 9:00 to 10:00 pm, a 21 per cent audience, representing some 2.4 million adult and teenage viewers, watched this week's FORSYTE SAGA - the third last episode in the 26-week BBC series. Indications are that this is just slightly bigger than the 2.0-2.1 million weekly audience that 'The Forsyte Saga' has had throughout most of the spring and summer months. Like each of the early episodes that were surveyed, this week's 'Afternoon at Ascot' was received with moderate rather than intense enthusiasm by those who watched it - index of audience enjoyment 70.
- Then, from 10:00-11:00 pm on Sunday, the network this week carried a National Film Board documentary on mental retardation - DANNY AND NICKY, a study of two retarded children, one institutionalized, the other living at home with his family. The 10 per cent national audience, representing some 1.1 million viewers, is about normal for the CBC 10-11 pm Sunday evening slot - as is the fact that, in the common CBC-CTV reception area, the directly-opposing program on CTV stations, the popular ABC-produced medical drama series, 'Marcus Welby MD', this week drew an audience more than twice the size of the audience to the NFB program. Most of those who did watch 'Danny and Nicky', however, were much impressed by it, the overall index of audience enjoyment being 75 - an unusually favourable level of audience reaction to an hour-long documentary on so serious a subject.
- On Tuesday evening at 8:30-9:00 pm, immediately following 'Red Skelton', host Ken Cavanaugh introduced the first TELESCOPE program of the new season - a profile of Canadian actor Donald Sutherland. Despite the very big lead-in audience provided by the 'Skelton' show, the national audience to this first 'Telescope' program was just 12 per cent. Running in direct opposition to 'Telescope' on most CTV stations was the CTV network debut of ABC's schoolroom drama, 'Room 222'. This not only had much the bigger CBC-CTV area audience of the two opposing programs but was also much the more enjoyed, its index of audience enjoyment being 81 as against the rather low 60 recorded for the 'Telescope' profile of Sutherland.

- On Tuesday, 10:00-11:00 pm, a documentary on the present day troubles in Ireland, 'The Green, the Orange and the White', marked the debut this week of the current affairs TUESDAY NIGHT series. At 8 per cent the national audience was the same size as the audience to the opening program in last season's corresponding 'Thursday Night' series. Many who watched 'The Green, the Orange and the White' did not, however, find it of particular interest and the resultant index of enjoyment for the audience as a whole - 63 - was much below the level of enjoyment achieved by most programs in last season's 'Thursday Night' series. Nor did this week's 'Tuesday Night' program fare very well against the CTV network program running this week in direct opposition - the Hobel-Leiterman production 'Autumn Across North America'. In the common CBC-CTV reception area, the latter drew much the bigger audience and was also enjoyed much more by those who watched it - index a very high 86. (Henceforth, on Tuesday evenings at 10:00-11:00 pm, 'Tuesday Night' will be directly opposed on CTV network stations by the U.S.-starred, Toronto-produced 'Barbara McNair Show'.)
- Thursday evening saw the debut of three newcomers to the CBC metronet - two of them CBC-produced, the third a BBC origination. At 9:00-9:30 pm, THEATRE CANADA began its 13-week 'Canadian Short Stories' series with an adaptation of Morley Callaghan's 'Very Special Shoes'. Starring were Barbara Hamilton and Jodi Farber. The audience was 7 per cent nationally, representing a metronet area audience of 10 per cent. By CBC-drama standards, audience reaction to 'Very Special Shoes' was quite favourable, the index of enjoyment of 69 for the audience as a whole surpassing the level of audience enjoyment attained by most CBC-produced dramas in last season's schedule.
- Following this, at 9:30-10:00 pm, the new CBC-produced variety series MUSIC ALBUM made its debut on CBC metronet stations. Watched by a small 3 per cent audience (about 4 per cent in the metronet coverage area) this week's program, starring Lucio Agostini's orchestra with several guest singers, was received with little enthusiasm by most of those who watched it - net index of audience enjoyment 58. Running in direct opposition to 'Music Album' on CTV stations was another Hobel-Leiterman series, 'Here Come the Seventies', this week's episode of which, in the common CBC-CTV area, drew an audience about half as big again as the audience to 'Music Album'.
- Following 'Music Album', at 10:00-10:30 pm, the metronet then carried the initial program in the BBC comedy series MONTY PYTHON'S FLYING CIRCUS. Clearly this first 'Monty Python' program failed to amuse the great majority of those who watched it, the index of enjoyment for the audience as a whole being a very low 49. The audience was 5 per cent nationally, 8 per cent in the common CBC-CTV area where it was heavily outrated by CTV's 'Mannix' in an audience ratio of about 5 to 2.

- Two other CBC music-variety series met with a somewhat unenthusiastic response this week. On Monday evening, 8:30-9:00 pm, on the full network, the Montreal-produced ONE MORE TIME, sandwiched between 'Green Acres' and 'The Bold Ones', each of which drew large audiences of 22 and 26 per cent respectively, managed to attract only a tiny 4 per cent audience in the face of massive direct competition on CTV stations from the CTV network's top-rated show, 'Carol Burnett'. In the common CBC-CTV area the latter drew an audience about 13 times bigger than the audience for 'One More Time'. Nor did even those who chose to watch the CBC show enjoy it much, the index of enjoyment being only 42. And on Sunday afternoon, 5:30-6:00 pm on the metronet and on some affiliated stations, the Winnipeg-produced THE GROUP fared only a little better, drawing a small 3 per cent audience and rating an index of enjoyment of 55.
- THE NATURE OF THINGS, broadcast during the summer months on Thursday evenings, this week moved to its new Monday evening slot of 10:00-10:30 pm. Continuing its 'Machines and Man' series, this week's program, on 'Portable Power', had a 10 per cent national audience and an index of enjoyment of 73 - about the same level of audience enjoyment as that obtained by the original presentation of this program in 1968, but much below the high enjoyment level attained by most other broadcasts in this 'Machines and Man' series, with indices in the high 80-87 range.
- Finally, this week saw the debut of a new Canadian-produced weekday series 55 NORTH MAPLE (1:30-2:00 pm on metronet stations only) featuring Max Ferguson and Joan Drewery, in brother-and-sister guise, entertaining various guests in their 'home'. The series this week drew a daily audience averaging about 2 per cent in the metro area - about half the size of the audience to last season's 'As The World Turns', running at this same time on metronet stations. Too few panel members were involved to provide a sufficiently reliable indication of the reactions to '55 North Maple' of those who watched it this week.

A CBC RESEARCH REPORT

TV/70/42

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 18 - 24, 1970

THIS WEEK

This report covers a week when most CBC network regular series were making either their first or second appearance of the season. Special network programming included 'The Face Of War', a documentary on the Vietnam conflict; 'Nis'ku', a program on wild geese; and three broadcasts for which, due to insufficient advance notice of scheduling, no audience information is available - 'A Case For Palestine' and live coverage of both the 'Coronation Futurity Stakes' and the '1970 Quebec Derby'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 18-24, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE INTERNS	Thu. 8:00- 9:00	30	81
ED SULLIVAN	Sun. 8:00- 9:00	30	71
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	63
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	29	78
RED SKELTON	Tue. 8:00- 8:30	27	77
THE BOLD ONES	Mon. 9:00-10:00	27	84
STOREFRONT LAWYERS	Tue. 9:00-10:00	25	78
NIS'KU (on Wild Geese)	Wed. 8:00- 9:00	23	86
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	22	77
BILL COSBY	Sun. 7:30- 8:00	20	72
GREAT MOVIES ('Seven Days In May')	Sat. 8:30-10:30	20	76
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	19	74
THE FORSYTE SAGA (Episode 25)	Sun. 9:00-10:00	18	65
CBC NATIONAL NEWS	S-S. 11:00-11:19	17	79
FOOTBALL-CFL (Calgary at Ottawa)	Sat. 2:00- 4:29	16	79
THE FACE OF WAR	Sun. 10:00-11:00	13	67
EDGE OF NIGHT	M-F. 3:30- 4:00	11	81
TELESCOPE	Tue. 8:30- 9:00	10	69
(Profile of Monsignor Athol Murray)			
FOOTBALL-NFL (Green Bay at Detroit)	Sun. 2:00- 4:29	9	72
THE GALLOPING GOURMET	M-F. 4:00- 4:30	9	73
THIS LAND	Wed. 10:00-11:00	9	80
THE NATURE OF THINGS (Repeat)	Mon. 10:00-10:30	8	72
MAN AT THE CENTRE	Wed. 9:00-10:00	8	72
('Banquet of Life') (Repeat)			
TUESDAY NIGHT ('The Life Game')	Tue. 10:00-11:00	8	56
ONCE MORE WITH FELIX	Sat. 10:30-11:00	8	58
THE NEW MAJORITY	Mon. 10:30-11:00	4	62
* COUNTRY CALENDAR	Sun. 1:30- 2:00	4	75
TAKE THIRTY	M-F. 3:00- 3:30	3	70
SPORTS WEEK	Sun. 4:30- 4:55	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . The CBC network programs with the biggest audiences last week, 'Rowan and Martin', 'The Interns', 'Red Skelton', 'The Bold Ones' and 'Storefront Lawyers', were joined this week by two other U.S. network productions making their season's debut - 'Ed Sullivan' and 'The Partridge Family'. Broadcast on various evenings within the 8:00-10:00 pm period, each of these programs was watched this week by audiences in the top 25-30 per cent range.
- . THE INTERNS (Thursday, 8:00-9:00 pm) continues to be very much enjoyed by those who watch it. The index of enjoyment this week was another 81 and, at 30 per cent, the audience was slightly bigger than it was the week before. In the common CBC-CTV area, 'The Interns' runs against the second half-hour of the CTV network's 'Tom Jones' which draws a much smaller number of viewers; it then opposes the first half-hour of 'Dean Martin' over which, again this week, it maintained a slight audience advantage.
- . At 8:00-9:00 pm Sunday evening, a 30 per cent audience also watched the season premiere of ED SULLIVAN. Originating from Caesar's Palace in Las Vegas, the entire show this week was devoted to coverage of the first annual 'Georgie' Awards Presentations. Audience reaction was unusually favourable for an 'Ed Sullivan' broadcast, the enjoyment index of 71 being much above the enjoyment level maintained in past seasons by regular 'Sullivan' variety shows. Running directly against 'Sullivan' on CTV stations this season is the final half-hour

TABLE 1

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 18 - 24, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MIKE NEUN	Mon. 7:30- 8:00	7	44
THE GROUP	Sun. 5:30- 6:00	3	61
VIEWPOINT	M-F. 11:20-11:25	2	\$
* KLAHANIE	Sat. 1:30- 2:00	2	76
BONNIE PRUDEN	M-F. 2:00- 2:30	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	13	80
THE ODD COUPLE	Thu. 7:30- 8:00	10	72
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	9	78
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	71
MISSION IMPOSSIBLE	Fri. 9:30-10:30	7	75
SINGALONG JUBILEE (Repeat)	Fri. 9:00- 9:30	7	73
JULIA	Fri. 7:30- 8:00	7	70
THEATRE CANADA ('In Exile')	Thu. 9:00- 9:30	6	65
THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	68
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	3	56
MUSIC ALBUM	Thu. 9:30-10:00	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	2	\$
ENCOUNTER	Sat. 6:06- 6:30	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	21	80
MOD SQUAD	Tue. 7:30- 8:30	20	82
IRONSIDE	Mon. 10:00-11:00	18	84
DEAN MARTIN	Thu. 8:30- 9:30	18	77
MARCUS WELBY, M.D.	Sun. 10:00-11:00	18	88
JOHNNY CASH	Tue. 9:00-10:00	17	75
+ ROOM 222	Tue. 8:30- 9:00	15	78
+ MANNIX	Thu. 10:00-11:00	15	82
GLEN CAMPBELL	Sat. 7:00- 8:00	14	73
+* WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	13	76
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	13	80
* F.L.L.	Fri. 10:00-11:00	13	77
* FRIDAY NIGHT MOVIE ('Boom')	Fri. 8:00-10:00	13	51
HERE'S LUCY	Sun. 8:30- 9:00	12	76
+ FAMILY AFFAIR	Thu. 7:00- 7:30	12	83
MATT LINCOLN	Sun. 7:30- 8:30	12	76
+* ACADEMY PERFORMANCE ('The Ipcress File')	Sat. 8:00-10:00	12	66
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	70
FOOTBALL-CFL (Hamilton at B.C.)	Wed. 11:05- 1:28am	10	85
+ UFO	Mon. 7:00- 8:00	10	63
* ANDY WILLIAMS	Fri. 7:00- 8:00	10	69
HERE COME THE SEVENTIES	Thu. 9:30-10:00	9	49
△ FOOTBALL-CFL (B.C. at Saskatchewan)	Fri. 8:00-10:30	9	87
+ TOM JONES	Thu. 7:30- 8:30	8	74
UNTAMED WORLD	Sun. 7:00- 7:30	8	82
BARBARA MCNAIR	Tue. 10:00-11:00	8	56
* CTV NATIONAL NEWS	S-S. 11:00-11:20	7	78
NASHVILLE NORTH	Mon. 8:00- 8:30	6	72
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	76
△ FOOTBALL-CFL (Edmonton at Winnipeg)	Sun. 2:30- 5:00	6	79
□ FOOTBALL-CFL (Montreal at Toronto)	Sun. 2:00- 4:32	5	83
PINTER PEOPLE	Sun. 9:00-10:00	3	31
TROUBLE WITH TRACY	M-F. 3:30- 4:00	3	63
+* SPORTS BEAT '70	Wed. 7:30- 8:00	3	\$
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	?	65
ANOTHER WORLD	M-F. 3:00- 3:30	1	\$
* QUESTION PERIOD	Sun. 4:30- 5:00	1	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

* Partial pre-emption in the West.

△ Western network only.

□ Eastern network only.

\$ Sample too small for reliable reporting of enjoyment level.

of 'Matt Lincoln' - a new ABC drama series which made its debut this week - followed by 'Here's Lucy', now in its second week of the new season. 'Ed Sullivan' this week had an audience advantage of about 5:3 over each of these CTV shows.

- . While maintaining its large audience, this week's ROWAN AND MARTIN show (Friday, 8:00-9:00 pm), like the previous week's, was not nearly as much enjoyed by those who watched it as was last year's series. The index of enjoyment for this week's program was 63, for last week's 65 - both much below the average index of enjoyment of 70 for last season's 'Rowan and Martin' series.
- . On Monday evening, 8:00-8:30 pm, THE PARTRIDGE FAMILY, an ABC network situation comedy starring Shirley Jones, made its debut on the CBC network. It drew a large national audience of 29 per cent and, in the common CBC-CTV reception area, had an audience advantage of about 3:1 over the directly opposing CTV series 'Nashville North'. This opening episode of 'The Partridge Family' was also very well received by the great majority of those who watched it resulting in a high index of audience enjoyment of 78. With an enjoyment index of 72, Monday's edition of the CTV-produced 'Nashville North', featuring regular host-singer Ian Tyson with Sylvia Tyson as special guest, was much more highly acclaimed by those who watched it than was last week's opening program in the series which rated a low index of 58.
- . At 9:00-10:00 pm Monday evening, THE BOLD ONES drew a 27 per cent audience across the country - about the same size as the audience to last week's debut program. Viewer reaction was again very enthusiastic with Monday's drama rating a high index of enjoyment of 84. In the common CBC-CTV reception area, 'The Bold Ones' this week had about the same size of audience as the CTV network's 'Carol Burnett' show and a substantial audience advantage (ratio almost 2:1) over the other directly opposing CTV program, 'Pig 'N' Whistle'.
- . Despite the return this week, in the Tuesday 9-10 pm slot, of the CTV's highly popular 'Johnny Cash' series, the audience to STOREFRONT LAWYERS (Tuesday, 9:00-10:00 pm) again this week reached the 25 per cent level. In the common CBC-CTV area the two programs shared audience about equally. In audience enjoyment, 'Storefront Lawyers', with an index of 78, had a slight edge over the CTV program which had an index of 75.
- . On Wednesday evening, 8:00-9:00 pm, the network this week presented NIS'KU, a special CBC Winnipeg-produced documentary chronicling the migration, life patterns and characteristics of wild geese. Watched by a substantial 23 per cent adult-teenage audience, the broadcast was also highly acclaimed by those who watched it with an enjoyment index of 86 - the highest index for any CBC network program this week and in line with the very high levels of audience enjoyment recorded for most of last season's outdoor-wildlife broadcasts.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 18 - 24, 1970

DAY	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
SUN 20TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	15	10	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	16	14	MATT LINCOLN
	8:00- 8:30	ED SULLIVAN	26		HERB'S LUGY
	8:30- 9:00			15	
	9:00- 9:30	THE POLYTOON SHOW	16	6	PINTER PEOPLE
	9:30-10:00				
	10:00-10:30	THE FACE OF WAR	12	22	MARCUS WELBY, M.D.
	10:30-11:00				
MON 21ST	7:00- 7:30	Local Programming		12	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	25	8	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	16	26	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	24		
	9:30-10:00			13	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS	6	23	IRONSIDE
	10:30-11:00	THE NEW MAJORITY	4		
TUE 22ND	7:00- 7:30	Local Programming		16	+ THE COMRADESHIP OF LADIE'S FATHER
	7:30- 8:00			24	MOD SQUAD
	8:00- 8:30	RED SKELTON	21		
	8:30- 9:00	TELESCOPE	6	18	+ ROOM 222
	9:00- 9:30	STOREFRONT LAWYERS	21	20	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT ('The Life Game')	7	10	BARBARA McNAIR
	10:30-11:00				
THU 24TH	7:00- 7:30	Local Programming		14	+ FAMILY AFFAIR
	7:30- 8:00	Metronet only		10	+ THIS IS TOM JONES
	8:00- 8:30	THE INTERNS	26		
	8:30- 9:00			12	DEAN MARTIN
	9:00- 9:30				
	9:30-10:00	Metronet only		12	HERE COME THE SEVENTIES
	10:00-10:30			15	+ MANNIX
	10:30-11:00	THE CASE FOR PALESTINE	#		
S-S	11:00-11:19	CBC NEWS	14	9	* CTV NEWS

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e., non-delayed) programming on Friday, Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Friday, Saturday and Wednesday data in this table.

- Returning in the same Monday 8:30-9:00 pm time slot that it occupied last season, FRONT PAGE CHALLENGE, now in its 14th season on the network, this week drew a typical 22 per cent audience. Also in line with last season's experience, the opening 'Challenge' show, in the common CBC-CTV reception area, was heavily outrated by the opposing CTV program 'Carol Burnett', the ratio of their audiences on this occasion being about 5:3. However, with Constable Sydney Brown, president of the International Conference of Police Associations and entertainer Ella Fitzgerald, 1961 winner of two 'Grammy Awards' as guest challengers, this week's 'Front Page Challenge' was, as always, very well received by those who watched it - index of enjoyment 77.
- Sunday evening (7:00-7:30 pm) saw the network debut of ADVENTURES IN RAINBOW COUNTRY, a new CBC-produced series set in Canada's north country and centering on the adventures of a 14-year old boy, his family and friends. The adult-teenage audience to this opening program was at the 19 per cent level, representing about 2.1 million viewers aged 12 and over - plus no doubt many younger viewers. The index of audience enjoyment for the adult-teenage audience as a whole was a fairly high 74, with indications that teenagers in the audience specially enjoyed the program (index 80). In the CBC-CTV reception area, 'Rainbow Country' runs this season in direct opposition to the CTV network's wildlife series, 'Untamed World'. The latter also had its debut this week and the resultant split of the adult-teenage audience was about 3 to 2 in favour of 'Rainbow Country'.
- Making its second appearance in the Sunday 7:30-8:00 pm time slot, BILL COSBY this week drew a national audience of 20 per cent - unchanged from the previous week. In the common CBC-CTV reception area where it now runs directly against the first half of ABC-TV's new MATT LINCOLN series on CTV network stations, 'Cosby' this week appeared to have a very slight audience advantage over the debut 'Matt Lincoln' program. Though still below last season's enjoyment norm of 75 for the 'Cosby' series, the index of 72 for Sunday's show was up several points from last week.
- Broadcast in its usual Sunday 9:00-10:00 pm time slot, THE FORSYTE SAGA this week attracted an 18 per cent audience - down several percentage points from last week. Nor was this week's episode ('Portrait of Fleur') as well received as have been most of the 'Forsyte' programs for which audience data has been available, this week's index of audience enjoyment being just 65 as against last week's index of 70 and a recorded high of 75-76 for the series. Results of special questioning revealed that many viewers found this week's episode (the second last of the series) to be more drawn-out and slow moving than most 'Forsyte' programs. In the common CBC-CTV reception area, 'The Forsyte Saga' this week ran directly against 'The Pinter People' - a profile of dramatist Harold Pinter. The latter rated a specially low index of enjoyment of 31, and was outdrawn by 'Forsyte' in an audience ratio of about 4 to 1.

In the Sunday 10:00-11:00 pm time slot this week, the network presented a special US-produced documentary entitled THE FACE OF WAR, depicting the actual battle experiences of an American combat unit in Vietnam and discussing the effects of war on the men involved. The index of audience enjoyment was 67, the audience 13 per cent. Within the common CBC-CTV area 'The Face Of War' was directly opposed and substantially outdrawn (ratio almost 2:1) by the season's debut of the always very much enjoyed 'Marcus Welby MD' (index on this occasion, 88).

The subject of this week's second program of the new TELESCOPE series (Tuesday 8:30-9:00 pm) was Monsignor Athol Murray, founder of Notre Dame College boys' school in Saskatchewan. Though sandwiched between two of the network's biggest-audience programs ('Red Skelton' and 'Storefront Lawyers') the broadcast drew only a 10 per cent audience across the country - down 2 percentage points from last week. In the common CBC-CTV reception area, 'Telescope', this week as last, was heavily outdrawn (ratio on this occasion 3:1) by the directly opposing CTV series 'Room 222'. With an index of audience enjoyment of 69, this week's 'Telescope' program was, however, somewhat more enjoyed by those who watched it than was last week's 'Donald Sutherland' broadcast (index 60).

Entitled 'The Life Game', this week's second program in the current affairs series TUESDAY NIGHT (Tuesday 10:00-11:00 pm) examined problems created for the middle-aged by advanced technology and a changing society. At the 8 per cent level, the size of the audience remained unchanged from last week and, in the common CBC-CTV area, 'Tuesday Night' was again outdrawn by its CTV competition - in this instance the debut of the Barbara McNair series which had an audience advantage of about 10:7 over the CBC program. Viewer reaction to 'The Life Game' was, on the whole, unenthusiastic, its index of enjoyment being just 56 - 7 points below the index for last week's 'Tuesday Night' program on the political situation in Ireland, and much below the levels of audience enjoyment attained by the most enjoyed programs in last season's 'Thursday Night' current affairs series.

Thursday evening, 7:30-8:00 pm, saw the debut on CBC metronet stations of the new ABC-produced situation comedy THE ODD COUPLE. The national audience to the series' opener was 10 per cent representing a metronet area audience of 14 per cent; the index of audience enjoyment, a moderately favourable 72.

As the second program of its 13-week 'Canadian Short Stories' series, THEATRE CANADA (Thursday 9:00-9:30 pm on the metronet only) this week presented an adaptation of David Helwig's 'In Exile'. Starring were Chris Wiggins and Sydney Brown. Watched by a national audience of 6 per cent, representing a metronet area audience of 9 per cent, this week's program rated an enjoyment index of 65. While this is not quite such a warm audience reception as that given to the previous week's 'Very Special Shoes' (index 69) it still represents a generally favourable reaction by a viewing public that, in the past, has shown itself notoriously unreceptive to serious non-adventure drama.

- Following this, on Thursday at 9:30-10:00 pm, on metronet stations only, MUSIC ALBUM featured the Lucio Agostini Orchestra with guest conductor Howard Cable and several guest singers. The broadcast drew a small 2 per cent national, 3 per cent metronet area audience - too small to provide a reliable indication of viewer enjoyment.
- Then, from 10:00-10:30 pm Thursday, these same metronet stations carried the second program in the BBC comedy series MONTY PYTHON'S FLYING CIRCUS. Following the unenthusiastic reception given to last week's program (index of audience enjoyment 49), the audience this week dropped from the 5 to the 3 per cent level nationally - representing a drop from 8 to 5 per cent in the metronet area where the series is available. The reduced number of viewers who watched this week's show rated it only slightly more favourably than did last week's audience - index of enjoyment this week 56.
- SINGALONG JUBILEE, which has moved this season to the Wednesday 7:30-8:00 pm slot, made its season debut this week on CBC metronet stations. The national audience was 8 per cent representing a metronet area audience of 11 per cent - if anything, slightly bigger than audiences attracted to the 'Singalong' series throughout the 1969-70 season when it ran on Fridays, 9:00-9:30 pm. Hosted as usual by Bill Langstroth and featuring singer Anne Murray as guest, this week's broadcast rated an audience enjoyment index of 71.
- In contrast, the Vancouver-produced MIKE NEUN show, which made its debut on the metronet and on some CBC affiliated stations at this same time (7:30-8:00 pm) on Monday evening, was very poorly received with an audience enjoyment index of only 44. Hosted by Mike Neun, this week's guests were Pat Hervey and Marty Gillan. The audience was 7 per cent nationally - 8 per cent in the metronet area.
- As the first program in its 1970-71 series, MAN AT THE CENTER (Wednesday, 9:00-10:00 pm) this week presented 'Banquet of Life', a documentary study of food shortages and overpopulation in various parts of the world, produced by the CBC for 'Intertel' and originally shown on the metronet some three years ago. The national audience to Wednesday's broadcast was 8 per cent, the index of enjoyment a moderately favourable 72.
- Immediately following this at 10:00-11:00 pm Wednesday, THIS LAND - a new CBC-Toronto produced series dealing with Canada's natural resources, her people, and the relationship between the land and people - made its debut on the full network. This week's program, examining the effects of various forms of pollution on wildlife, was much enjoyed (index 80) by its 9 per cent audience.
- Now in its second week of the new season, THE WONDERFUL WORLD OF DISNEY (Sunday, 6:00-7:00 pm on CBC metronet stations) this week as usual drew an audience substantially bigger than that attracted to any other metronet series - a 13 per cent adult-teenage audience across the country representing a 19 per cent audience within the CBC metronet area. Audience enjoyment of the 'Disney' series also remains high; this week's program, Part 1 of 'The Boy Who Stole The Elephant' had an index of enjoyment of 80.

- The average day audience to the CBC 11 PM NATIONAL NEWS this week was 17 per cent - some 2-3 percentage points bigger than average day audiences recorded for 'The National' at this time last year. Audiences to the CTV 11 pm National News are also running slightly higher than at this time last season and, as a result, the disparity in the size of the audiences to the two national newscasts remains about the same as at this time last year - a substantial 3 to 2 in CBC's favour. As the 1969-70 season progressed, however, it will be recalled that the CBC national News lost most of this advantage until, by May 1970, it retained only a very slight audience lead over the CTV newscast. (This, incidentally, was the last week of 'The National' in its old format - weekdays 11:00-11:19 pm and weekends 11:00-11:14 pm. The following week the CBC 11 pm News moves into a new extended format co-incident with the return of Lloyd Robertson as newsreader.)

A CBC RESEARCH REPORT

TV/70/44

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 25 - OCTOBER 1, 1970

THIS WEEK

Regular network series making their season debut this week included 'CBC Weekend', 'Tommy Hunter', 'Take Thirty', 'Encounter', 'Double Exposure' and the new Pee Wee Lacrosse series 'Saturday's Heroes'. The network schedule also included a special program on hockey star Bobby Orr, a CBC-produced drama special, 'Nobody Knows' and a program entitled 'Nasser Is Dead' on the death of Egypt's President. No audience information is available on this last-named program.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 25 - OCTOBER 1, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ED SULLIVAN	Sun. 8:00- 9:00	32	81
ROWAN AND MARTIN	Fri. 8:00- 9:00	31	68
'BOBBY ORR - THE CANADIAN GAME'	Wed. 8:00- 9:00	30	75
♂ THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	29	79
THE INTERNS	Thu. 8:00- 9:00	29	82
STOREFRONT LAWYERS	Tue. 9:00-10:00	25	79
♂ RED SKELTON	Tue. 8:00- 8:30	25	77
THE BOLD ONES	Mon. 9:00-10:00	23	72
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	22	80
TOMMY HUNTER	Fri. 9:00-10:00	22	67
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	21	71
BILL COSBY	Sun. 7:30- 8:00	21	72
THE FORSYTE SAGA (Episode 26)	Sun. 9:00-10:00	20	75
FOOTBALL-CFL (Hamilton at Edmonton)	Sat. 11:15- 1:35am	19	78
* CBC NATIONAL NEWS	M-S. 11:00-11:21	17	81
<input type="checkbox"/> GREAT MOVIES ('Tender Is The Night')	Sat. 8:00-10:30	17	76
NOBODY KNOWS (Drama)	Wed. 9:00-10:00	14	53
THIS LAND	Wed. 10:00-11:00	13	86
CBC WEEKEND	Sun. 10:00-11:15	13	77
EDGE OF NIGHT	M-F. 3:30- 4:00	11	80
THE GALLOPING GOURMET	M-F. 4:00- 4:30	10	74
FOOTBALL-NFL (New Orleans at Minnesota)	Sun. 2:00- 4:50	10	69
TELESCOPE	Tue. 8:30- 9:00	9	59
(Profile of Composer Ben McPeck)			
TUESDAY NIGHT	Tue. 10:00-11:00	9	57
('Delos: Discovering The Universal Man')			
THE NATURE OF THINGS (Repeat)	Mon. 10:00-10:30	8	77
‡ ONCE MORE WITH FELIX	Sat. 10:30-11:00	7	54
* COUNTRY CALENDAR	Sun. 1:30- 2:00	5	73
TAKE THIRTY	M-F. 3:00- 3:30	4	72
CENTRE COURT	Sat. 3:00- 4:00	4	65
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:00- 1:30	4	73
* MUSIC TO SEE	Sun. 5:00- 5:30	3	59
UNIVERSIADE '70	Sat. 2:00- 3:00	3	76
SPORTS WEEK	Sun. 4:52- 4:56	2	\$

♂ Pre-empted on CBHT (Halifax) and CJCB (Sydney).

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

☐ Eastern network only.

‡ Partial pre-emption in the West.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . The biggest network audiences to regular weekly series, again this week, went to 'Ed Sullivan', 'Rowan and Martin', 'The Partridge Family' and 'The Interns'. Each of these prime-time shows, plus the 'Bobby Orr' special, drew an audience in the top 29-32 per cent range.
- . With a 32 per cent audience, this week's ED SULLIVAN (Sunday, 8:00-9:00 pm) highlighted the 1970 'Holiday On Ice' revue; it was specially well received by those who watched it, the index of enjoyment surpassing by a full 10 points the above-average index of 71 recorded for last week's special 'Georgie Awards' show and being far above the average level of audience enjoyment of 'Sullivan' series in recent years (index 62-63).
- . Watched by a 31 per cent audience, this week's ROWAN AND MARTIN (Friday, 8:00-9:00 pm), featuring former regular Goldie Hawn as special guest, rated an index of enjoyment of 68. This is a slight improvement over the previous two 'Laugh-In' shows but still represents a level of audience enjoyment below the norm for last year's series.
- . At 8:00-9:00 pm Wednesday evening, the network this week presented BOBBY ORR-THE CANADIAN GAME, a special program highlighting the career of the NHL super star. The audience was 30 per cent - substantially bigger than the 23 per cent audience for the special wild-life program, 'Nis'ku', shown at this same time last Wednesday evening. The index of enjoyment was a moderately high 75.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 25 - OCTOBER 1, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MIKE NEUN	Mon. 7:30- 8:00	6	53
* THE GROUP	Sun. 5:30- 6:00	3	60
@ SATURDAY'S HEROES	Sat. 4:00- 5:00	3	61
VIEWPOINT	M-F. 11:22-11:29	3	72
KLAHANIE (Repeat)	Sat. 1:30- 2:00	3	77
ENCOUNTER	Thu. 10:30-11:00	2	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	14	83
THE ODD COUPLE	Thu. 7:30- 8:00	9	72
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	8	80
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	73
JULIA	Fri. 7:30- 8:00	8	79
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	76
THEATRE CANADA ('Postcard')	Thu. 9:00- 9:30	6	58
HERE COME THE STARS	Fri. 10:00-11:00	5	71
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	3	56
MUSIC MACHINE	Sat. 7:00- 7:30	3	47
MUSIC ALBUM	Thu. 9:30-10:00	2	65
ENCOUNTER	Sat. 6:06- 6:30	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	22	80
MOD SQUAD	Tue. 7:30- 8:30	20	81
IRONSIDE	Mon. 10:00-11:00	20	82
MARCUS WELBY, M.D.	Sun. 10:00-11:00	17	85
DEAN MARTIN	Thu. 8:30- 9:30	17	75
FRIDAY NIGHT MOVIE ('San Francisco International Airport')	Fri. 8:00-10:00	17	80
JOHNNY CASH	Tue. 9:00-10:00	17	79
F.B.I.	Fri. 10:00-11:00	16	78
+ MANNIX	Thu. 10:00-11:00	16	77
+ ROOM 222	Tue. 8:30- 9:00	16	78
GLEN CAMPBELL	Sat. 7:00- 8:00	15	76
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	15	80
ANDY WILLIAMS	Fri. 7:00- 8:00	14	71
FOOTBALL-CFL (Toronto at Calgary)	Sun. 5:00- 7:30	14	74
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	14	70
+ FAMILY AFFAIR	Thu. 7:00- 7:30	13	80
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	70
MATT LINCOLN	Sun. 7:30- 8:30	12	73
+ UFO	Mon. 7:00- 8:00	11	67
HERE'S LUCY	Sun. 8:30- 9:00	11	70
+ ACADEMY PERFORMANCE	Sat. 8:00-10:00	10	66
+ TOM JONES	Thu. 7:30- 8:30	9	66
HERE COME THE SEVENTIES	Thu. 9:30-10:00	8	73
W5	Sun. 9:00-10:00	8	72
CTV NATIONAL NEWS	S-S. 11:00-11:20	8	80
NASHVILLE NORTH	Mon. 8:00- 8:30	7	68
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	78
BARBARA McNAIR	Tue. 10:00-11:00	7	52
& UNTAMED WORLD	Sun. 7:00- 7:30	5	86
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	69
+ SPORTS BEAT '70	Wed. 7:30- 8:00	2	\$
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	71
ANOTHER WORLD	M-F. 3:00- 3:30	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

@ Not telecast in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

& Partial pre-emption in the East.

\$ Sample too small for reliable reporting of enjoyment level.

- . This week saw virtually no change in the overall performance of either THE PARTRIDGE FAMILY (Monday 8:00-8:30 pm) or THE INTERNS (Thursday 8:00-9:00 pm). Each of these two programs this week was very much enjoyed (indices 79 and 82 respectively) by a national audience of 29 per cent. This week again, in the common CBC-CTV reception area, 'The Partridge Family' drew almost three times as many viewers as did the directly opposing CTV music show 'Nashville North', while 'The Interns' maintained its slight audience advantage (ratio about 8:7) over 'Dean Martin' and outdrew by more than 2 to 1 the other opposing CTV program, 'Tom Jones'.
- . Nor was there any change in the size of the audience or level of audience enjoyment of STOREFRONT LAWYERS (Tuesday, 9:00-10:00 pm); the audience, for the third consecutive week, was 25 per cent, the index of audience enjoyment a typically high 79. In the common CBC-CTV reception area the situation also remained about the same with 'Storefront Lawyers' and the CTV network's popular 'Johnny Cash' series again sharing audience about equally.
- . At the 25 per cent level, viewing of RED SKELTON (Tuesday 8:00-8:30 pm) this week was down 2-3 percentage points from the preceding two weeks. This loss of audience at the national level was also reflected in the common CBC-CTV reception area where CTV's opposing 'Mod Squad' now has an audience advantage of about 5:4 over the CBC program. This new half-hour 'Skelton' series continues, however, to be well received by those who watch it, the index of audience enjoyment for each of the last three editions being a fairly high 77.
- . Making its third appearance of the season THE BOLD ONES, at 9:00-10:00 pm Monday, this week presented the first program of its new 'Senator' sub-series - starring Hal Holbrook as Senator Hays Stowe and Sharon Acker as his wife. The audience, at 23 per cent, was somewhat smaller than the 26-27 per cent audiences attracted to each of the two previous weeks' broadcasts. This audience loss at the national level was also reflected in the common CBC-CTV area where the CBC program was outdrawn this week in an audience ratio of 3:2 by 'Carol Burnett'. Nor was this first 'Senator' drama nearly as well received as most previous 'Bold Ones' programs have been, the index of enjoyment being only a moderately favourable 72 as against indices of 82-84 for the two preceding dramas this season and a high average index of 81 for the 1969-70 'Bold Ones' series.
- . On Monday, 8:30-9:00 pm, guest challengers on FRONT PAGE CHALLENGE this week were industrialist E.P. Taylor and Pueblo commander Lloyd Bucher. At 22 per cent the audience was unchanged from last week; the index of enjoyment a typically high 80. In the common CBC-CTV area, however, this week as last, 'Front Page Challenge' was heavily outrated by 'Carol Burnett', the ratio of their audiences on this occasion being about 3:2.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 25 - OCTOBER 1, 1970

DAY	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 4TH	7:00- 7:30	Local Programming	16	ANDY WILLIAMS
	7:30- 8:00	Metronet only		
	8:00- 8:30	ROWAN AND MARTIN	27	FRIDAY NIGHT MOVIE (¹ 'San Francisco International AIRPORT '')
	8:30- 9:00			
	9:00- 9:30	TOMMY HUNTER	16	
	9:30-10:00			
	10:00-10:30	Metronet only	20	F.B.I.
10:30-11:00				
SUN 27TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	15	7 & UNTAMED WORLD
	7:30- 8:00	BILL COSBY	16	15 MATT LINCOLN
	8:00- 8:30	ED SULLIVAN	27	
	8:30- 9:00			
	9:00- 9:30	THE FORSYTE SAGA	16	10 W5
	9:30-10:00			
	10:00-10:30 10:30-11:00 11:00-11:15	CBC WEEKEND	10	22 MARCUS WELBY, M.D. 8 CTV NEWS
MON 28TH	7:00- 7:30	Local Programming	14	+ UFO
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	¹ THE FARBRIDGE FAMILY	25	9 NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	18	27 CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	19	
	9:30-10:00			
	10:00-10:30	THE NATURE OF THINGS	6	25 IRONSIDE
10:30-11:00	'NASSER IS DEAD'	¹		
TUE 29TH	7:00- 7:30	Local Programming	18	+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			
	8:00- 8:30	¹ RED SKELTON	20	25 MOD SQUAD
	8:30- 9:00	TELESCOPE	6	19 + ROOM 222
	9:00- 9:30	STOREFRONT LAWYERS	20	21 JOHNNY CASH
	9:30-10:00			
	10:00-10:30 10:30-11:00	TUESDAY NIGHT ('Delos: Discovering The Universal Man')	8	9 BARBARA McNAIR
THU 1ST	7:00- 7:30	Local Programming	16	+ FAMILY AFFAIR
	7:30- 8:00	Metronet only		
	8:00- 8:30	THE INTERNS	24	11 + TOM JONES
	8:30- 9:00			
	9:00- 9:30	Metronet only	21	DEAN MARTIN
	9:30-10:00			
	10:00-10:30	Metronet only	10	HERE COME THE SEVENTIES
10:30-11:00	Not Complete Network			
SAT 3RD	11:00-11:15	¹ CBC NEWS	14	10 CTV NEWS

& Partial pre-emption in the East.

¹ Pre-empted on CHMT (Halifax) and CFCB (Sydney).

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations.

Ø Data not available.

NOTE: 'Live' (i.e., non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- . Friday evening (9:00-10:00 pm) marked the debut of the new hour-long TOMMY HUNTER series. The audience was 22 per cent representing some two-and-a-half million adult and teenage viewers, about two-thirds the size of the audience to the immediately preceding 'Rowan and Martin' show. This opening program, which featured Hunter as host to guests Anne Murray and Gene MacLellan, was not too well received, the index of audience enjoyment being only 67 - 6 points below the average index maintained by last season's half-hour 'Hunter' series in the Sunday 7:00-7:30 pm slot.
- . At 7:00-7:30 pm Sunday the network presented the second program in the new CBC-produced ADVENTURES IN RAINBOW COUNTRY series. The adult-teenage audience was 21 per cent, up 2 percentage points from the week before. Sunday's program, entitled 'The Tower', rated an index of enjoyment of 71 for the adult-teenage audience as a whole - just short of the 74 index for last week's episode - with teenage viewers once again being particularly enthusiastic (index 78).
- . At 10:00-11:00 pm Wednesday evening the second program in the new THIS LAND series drew a 13 per cent audience - half as big again as the audience to the series' opener. This week's program, which dealt with wildlife as a natural resource and which included some Tommy Tompkins film footage, was also specially well received, its index of 86 being, in fact, the highest recorded for any CBC program this week.
- . At 8:30-9:00 pm Tuesday evening TELESCOPE looked at the work of Ben McPeck, a Toronto composer of music for radio and television. The level of viewing, at 9 per cent, was down a further percentage point from last week, giving 'Telescope' by far the smallest audience of any full network program in the prime 8:00-10:00 pm period throughout the week. Nor did most of those who watched this week's program think very highly of it - index of enjoyment 59, average over these past three weeks 63.
- . In its third week of the season, TUESDAY NIGHT (10:00-11:00 pm) presented a program entitled 'Delos: Discovering the Universal Man'. This covered the 1970 Ekistics Symposium, a gathering in Greece of several of the world's leading thinkers, educators and industrialists to discuss some of the major human problems involved in city planning. At 9 per cent the size of this 'Tuesday Night' audience was virtually unchanged from the two previous weeks. So also this week's program was enjoyed to about the same extent as was last week's program on the employment problems of the middle-aged, the index of enjoyment for each being a not very high 56-57 - several points below the index of 63 for the debut 'Tuesday Night' program of September 15 on the political situation in Ireland, and well below the average index of 73 for last season's 'Thursday Night' series as a whole. In the common CBC-CTV coverage area where 'Tuesday Night' runs directly against CTV's 'Barbara McNair', the two programs this week

shared audience about equally - but neither has a very big audience and most viewers at this time on Tuesday evening would appear to be going elsewhere for their entertainment. (Incidentally, CTV's Toronto-produced, U.S.-starred 'Barbara McNair Show' is not doing at all well, its audience being one of the smallest of any CTV network program broadcast in evening hours and its level of audience enjoyment being represented by low indices in the 50's.)

- . At 10:00-10:30 pm Monday THE NATURE OF THINGS repeated another program in its 'Machines and Man' sub-series. This one, analyzing the U.S. manned-space program to demonstrate the operation of systems engineering, drew an 8 per cent audience - equal in size to that attracted to last week's program on 'transportation'. With an index of audience enjoyment of 77 however, this week's broadcast was somewhat more favourably received than either of the two preceding 'Nature of Things' programs which rated indices of 72-73.
- . Continuing in the Wednesday 7:30-8:00 pm time slot on metronet stations, SINGALONG JUBILEE, for the second consecutive week drew a national audience of 8 per cent - 11 per cent in the metronet area where the program is available, a slightly bigger audience than those attracted to 'Singalong' last season when it ran in the Friday 9:00-9:30 pm slot. With an audience enjoyment index of 73 this week's show, with singer Catherine McKinnon as guest, was about as well received as last week's opening program, and was more enjoyed by those who watched it than any other CBC-produced music show broadcast this week.
- . MUSIC ALBUM (Thursday 9:30-10:00 pm) featuring Lucio Agostini and his orchestra with, on this occasion, guests Doug Crosley, Sandra O'Neill and Jacqui and Lindsay, drew another small 2 per cent national, 3 per cent metronet area audience. With an index of audience enjoyment of 65, this third 'Music Album' show was, however, somewhat more favourably received than the debut program of September 17 with its index of 58. (No audience information is available on last week's broadcast.)
- . On the metronet and on some CBC affiliated stations, the MIKE NEUN show (Monday 7:30-8:00 pm) this week drew a national audience of 6 per cent representing a metronet area of 7 per cent - down one percentage point from last week. Though still far from being well received by its viewers, this second 'Mike Neun' broadcast, with an index of 53, was somewhat more enjoyed by those who watched it than last week's debut program which rated a particularly low index of 44.
- . This week marked the conclusion of the first run on the CBC network of the BBC's 26-week FORSYTE SAGA series. In its usual Sunday 9:00-10:00 pm time slot, the program drew a fairly typical 20 per cent audience. This final episode ('Swan Song') was somewhat more favourably received than most of these weekly 'Forsyte' broadcasts

have been, the enjoyment index of 75 this week about equalling the previous recorded high for the series. In the common CBC-CTV reception area, Sunday's 'Forsyte' program, running directly against the season premiere of 'W5', had an audience advantage of about 8:5 over the CTV public affairs series.

- . Beginning its second season on the network, CBC WEEKEND (Sunday, 10:00-11:15 pm) this week had a 13 per cent audience - about equal in size to audiences attracted to the series in the early weeks of last season. The opening program included a report on the Jordanian civil war, a film profile of the late Jimi Hendrix, a debate on the treatment of hippies, a look at a community for senior citizens, and an excerpt from an NBC interview with Marshall McLuhan. As a whole the broadcast was very well received by 'CBC Weekend' standards, its enjoyment index of 77 being among the highest ever recorded for the series. While the audience to 'Weekend', in the common CBC-CTV coverage area, was less than half the size of the audience to the directly opposing, highly popular CTV program 'Marcus Welby', it was about equal in size to the audience to CTV's 'W5' an hour earlier that evening. With 'W5' rating an audience enjoyment index of 72 'Weekend', with an index of 76 in the common CBC-CTV coverage area, was slightly the more enjoyed of the two public affairs series in that part of the country where both were available.
- . On Wednesday 9:00-10:00 pm, immediately following the 'Bobby Orr' special with its big 30 per cent audience, a network drama special, NOBODY KNOWS, drew a 14 per cent audience. Set in present-day England, the story concerns a detective whose career threatens him with a serious domestic crisis. Starring were Hilary Vernon and Nicholas Brady. Audience reaction to the broadcast was not very enthusiastic, the index of enjoyment being a rather low 53.
- . At 9:00-9:30 pm Thursday evening on metronet stations only, THEATRE CANADA, in the third program of its 'Canadian Short Stories' series, presented an adaptation of Alice Munro's 'Postcard'. The audience was 6 per cent nationally or 8 per cent within the metronet area - unchanged from last week. With an index of just 58, this week's play was somewhat less favourably received than either last week's 'In Exile' or 'Very Special Shoes' the week before - indices of enjoyment 65 and 69 respectively.

A CBC RESEARCH REPORT

TV/70/45

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 2 - 8, 1970

THIS WEEK

This week's schedule marked the season premieres of 'Countrytime', 'Hymn Sing', 'Update' and 'Analog'; it also included special 'Bob Hope' and 'Wayne and Shuster' programs, a CBC drama entitled 'Night', and live coverage of the 'Breeders' Stakes' from Toronto's Woodbine Track. In addition, the network covered 'The Opening of Parliament' and carried an address by President Nixon on Vietnam. No audience information is available on these two last-named broadcasts.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 2 - 8, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE BOB HOPE COMEDY SPECIAL	Mon. 9:00-10:00	39	80
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	33	78
THE INTERNS	Thu. 8:00- 9:00	32	83
ED SULLIVAN	Sun. 8:00- 9:00	31	81
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	84
THE WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 9:00-10:00	29	72
RED SKELTON	Tue. 8:00- 8:30	27	78
STOREFRONT LAWYERS	Tue. 9:00-10:00	25	80
BILL COSBY	Sun. 7:30- 8:00	24	72
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	24	74
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	82
TOMMY HUNTER	Fri. 9:00-10:00	22	63
GREAT MOVIES ('The Luck Of Ginger Coffey')	Sat. 8:00-10:00	19	62
CBC NATIONAL NEWS	M-S. 11:00-11:21	17	80
FOOTBALL-CFL (Winnipeg at Ottawa)	Sat. 2:00- 4:28	15	74
THIS LAND	Wed. 10:00-11:00	14	82
COUNTRYTIME	Sat. 10:30-11:00	13	73
THE NATURE OF THINGS ('Audubon')	Mon. 10:00-11:00	13	86
TUESDAY NIGHT ('Philby-A Ruthless Journey')	Tue. 10:00-11:00	13	79
CBC WEEKEND	Sun. 10:00-11:14	11	72
EDGE OF NIGHT	M-F. 3:30- 4:00	11	81
'NIGHT' (Drama)	Wed. 8:30-10:00	11	47
TELESCOPE (Profile of Publisher Mel Hurtig)	Tue. 8:30- 9:00	9	61
THE GALLOPING GOURMET	M-F. 4:00- 4:30	9	73
'A DIME'S WORTH' (Drama)	Sat. 10:00-10:30	7	64
FOOTBALL-NFL (San Francisco at Atlanta)	Sun. 1:00- 3:47	6	74
ONE MORE TIME	Wed. 8:00- 8:30	6	43
THE BREEDERS' STAKES	Sun. 4:00- 4:30	5	75
TAKE THIRTY	M-F. 3:00- 3:30	4	67
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:00- 1:30	4	72
COUNTRY CALENDAR	Sun. 4:30- 5:00	3	78
MUSIC TO SEE	Sun. 5:00- 5:30	1	\$
SPORTS WEEK	Sun. 3:48- 3:53	1	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

* Interrupted by live coverage of U.S. President Nixon's address in Ontario and Quebec.

/ Pre-empted on CBHT (Halifax) and CJCB (Sydney).

. Pre-empted in Ontario.

. Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- By far the biggest network audience this week went to the season's first BOB HOPE COMEDY SPECIAL. Running in the slot usually occupied by 'The Bold Ones', at 9:00-10:00 pm Monday, the special drew a 39 per cent audience - half as big again as audiences to the pre-empted program in recent weeks. Last year's 'Bob Hope' specials, broadcast in various time slots with varying CTV opposition, drew audiences in the somewhat lower 29-35 per cent range. The increase this week in the size of the CBC 9-10 pm Monday audience noticeably decreased the size of the audience to the directly opposing CTV show, 'Carol Burnett'; its total audience was reduced from a normal 22 per cent to 18 per cent and, in the common CBC-CTV coverage area where it normally enjoys a substantial lead over 'The Bold Ones', 'Burnett' this week drew an audience less than two-thirds the size of the audience to the CBC special. Hosted by Bob Hope himself, and featuring an array of actresses and comediennes, this week's special rated a high enjoyment index of 80, fairly typical of the very favourable audience reaction to most Bob Hope programs over these past few years.
- Also among the week's biggest audience attractions was the season's first WAYNE AND SHUSTER COMEDY SPECIAL; at 9:00-10:00 pm Sunday, it drew a national audience of 29 per cent. While this is much bigger than the audience in recent weeks to 'The Forsyte Sage' at this same time on Sunday night, it is some 5 percentage points smaller than the average audience recorded for last season's ('Sunday at Nine') Wayne and Shuster specials. This week's show ran directly against the CTV Sunday evening public affairs program 'W5', now in its second week of the new season. In the common CBC-CTV area, the disparity in the audiences to the two programs was at least 3:1 in CBC's favour.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 2 - 8, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HVMN SING	Sun. 5:30- 6:00	8	80
MIKE NEUN	Mon. 7:30- 8:00	5	56
VIEWPOINT	M-F. 11:22-11:29	3	72
@ SATURDAY'S HEROES	Sat. 4:30- 5:00	2	\$
ENCOUNTER	Thu. 10:35-11:00	2	\$
UPDATE	Sat. 6:00- 6:30	1	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
ANALOG	Sun. 12:30-12:45	*	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	16	78
THE ODD COUPLE	Thu. 7:30- 8:00	10	72
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	74
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	8	78
JULIA	Fri. 7:30- 8:00	8	79
THE GALLOPING GOURMET	Sat. 6:30- 7:00	7	70
WERE COME THE STARS	Fri. 10:00-11:00	7	78
THEATRE CANADA ('In The Promised Land')	Thu. 9:00- 9:30	6	82
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	4	54
MUSIC ALBUM	Thu. 9:30-10:00	4	73
MUSIC MACHINE	Sat. 7:00- 7:30	3	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	2	\$
<u>CTV NETWORK</u>			
FOOTBALL-CFL (Montreal at Saskatchewan)	Sun. 4:30- 6:55	20	78
MOD SQUAD	Tue. 7:30- 8:30	19	82
GLEN CAMPBELL	Sat. 7:00- 8:00	19	78
DEAN MARTIN	Thu. 8:30- 9:30	18	76
CAROL BURNETT	Mon. 8:30- 9:30	18	78
MARCUS WELBY, M.D.	Sun. 10:00-11:00	17	87
IRONSIDE	Mon. 10:00-11:00	17	83
FRIDAY NIGHT MOVIE ('Fathom')	Fri. 8:00-10:00	16	64
+ ROOM 222	Tue. 8:30- 9:00	16	82
+ MANNIX	Thu. 10:00-11:00	16	78
FOOTBALL-CFL (Montreal at Calgary)	Wed. 11:05- 1:30am	16	77
F.B.I.	Fri. 10:00-11:00	16	79
JOHNNY CASH	Tue. 9:00-10:00	16	73
ANDY WILLIAMS	Fri. 7:00- 8:00	14	68
+ ACADEMY PERFORMANCE ('Death Of A Gunfighter')	Sat. 8:00-10:00	14	67
+ FAMILY AFFAIR	Thu. 7:00- 7:30	14	80
MATT LINCOLN	Sun. 7:30- 8:30	13	78
HERE'S LUCY	Sun. 8:30- 9:00	13	73
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	12	80
+ UFO	Mon. 7:00- 8:00	11	62
+ TOM JONES	Thu. 7:30- 8:30	10	65
± WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	9	71
PIG 'N' WHISTLE	Mon. 9:30-10:00	9	73
CTV NATIONAL NEWS	M-F. 11:00-11:20	8	79
UNTAMED WORLD	Sun. 7:00- 7:30	8	84
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	75
BARBARA McFAIR	Tue. 10:00-11:00	7	58
NASHVILLE NORTH	Mon. 8:00- 8:30	6	60
WS	Sun. 9:00-10:00	5	\$
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	68
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	\$
ANOTHER WORLD	M-F. 3:00- 3:30	2	\$

‡ Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

@ Not telecast in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

± Interrupted by live coverage of U.S. President Nixon's Address in the East.

* Less than 0.5 per cent.

\$ Sample too small for reliable reporting of enjoyment level.

On the whole, this Wayne and Shuster special, featuring 'The Original Caste' folk-rock group as guest performers, was only moderately well received with an enjoyment index of 72 - a somewhat less favourable audience reception than to most of last year's W & S programs (indices 75-76). Of the various sketches on this week's show, the spoofs on 'Transportation' were the most enjoyed (index 74), the 'Weight Watchers' skits just moderately well received (index 68), and the opening 'Losers' sketches the least enjoyed (index 61). On this occasion, audience reaction to the performance of the featured guests was no less favourable than to the comedy segments of the program, the index of enjoyment for the first and second song by the 'Original Caste' being 71 and 60 respectively.

- Again this week the six regular network series with the biggest audiences were the prime-time U.S. shows: 'The Partridge Family', 'The Interns', 'Ed Sullivan', 'Rowan and Martin', 'Red Skelton' and 'Storefront Lawyers'.
- The audience to THE PARTRIDGE FAMILY was up slightly this week. Broadcast on Mondays from 8:00-8:30 pm, it drew a 33 per cent audience this week as against 29 per cent audiences for the first two shows. The effect of this audience increase, in the common CBC-CTV area, was to give 'The Partridge Family' an even bigger (4:1) audience advantage than previously over the directly opposing CTV series, 'Nashville North'. 'The Partridge Family' was also much more favourably received than the CTV program, its enjoyment index - unchanged from previous weeks - being 78 as against an index of 60 for this week's edition of 'Nashville North'.
- The audience to THE INTERNS (Thursday 8:00-9:00 pm) also increased slightly this week. With a 32 per cent audience, this fourth program of the series was very much enjoyed with a typically high audience enjoyment index of 83.
- Returning to its usual format, ED SULLIVAN (Sunday, 8:00-9:00 pm) this week rated an enjoyment index of 61 - typical of indices recorded for regular 'Sullivan' shows in past seasons, and much below the high index of 81 attained by last week's special 'Holiday On Ice' show. Viewing, at the 31 per cent mark, remained virtually unchanged from the preceding two weeks.
- With an index of enjoyment of 64 this week, audience reaction to ROWAN AND MARTIN continues to be somewhat less enthusiastic than it was at this time last year when the series was attaining indices close to 70. Audience this week, 29 per cent.
- The third weekly episode of ADVENTURES IN RAINBOW COUNTRY (Sunday, 7:00-7:30 pm) drew a 24 per cent audience representing an increase of 3 percentage points over the previous week. The indications also are

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPTOSIM
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 2 - 8, 1970

	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI NOV	7:00- 7:30	Local Programming	17		ANDY WILLIAMS
	7:30- 8:00	Metronet only			
	8:00- 8:30	Metronet only			
	8:30- 9:00	Metronet only	11		FRIDAY NIGHT MOVIE ('Pathos')
	9:00- 9:30	Metronet only	19		F.B.I.
SAT NOV	7:00- 7:30	Metronet only	23		GLEN CAMPBELL
	7:30- 8:00	Local Programming			
	8:00- 8:30	WHEAT MOVIES (The Luck Of Ginger Coffey')	16	17	+ ACADEMY PERFORMANCE (Death Of A Gunfighter')
	8:30- 9:30	THE GUNNERS' WORTH'	7	Local Programming	
	9:30-10:00	REMAINING TIME	11		
SUN NOV	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	19	10	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	20	16	MATT LINCOLN
	8:00- 8:30	ED SULLIVAN	26	15	HERE'S LUCY
	8:30- 9:00	THE WAYNE AND SHUSTER COMEDY SPECIAL	23	7	WS
	9:00- 9:30				
	9:30-10:00				
	10:00-10:30				
MON NOV	10:30-11:00	CBC WEEKEND	10	21	MARCUS WELBY, M.D.
	11:00-11:15			10	CTV NEWS
	7:00- 7:30	Local Programming	13		+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	29	7	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	19	22	CAROL BURNETT
	9:00- 9:30	THE BOB HOPE COMEDY SPECIAL	36	11	PIG 'N' WHISTLE
TUE NOV	9:30-10:00				
	10:00-10:30	THE WAYNE AND SHUSTER COMEDY ('Indebted')	12	21	IRONSIDE
	10:30-11:00				
	7:00- 7:30	Local Programming	15		+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			24	MOD SQUAD
	8:00- 8:30	RED SKELTON	21		
	8:30- 9:00	THESE DAYS	7	20	+ ROOM 222
WED NOV	9:00- 9:30	STOREFRONT LAWYERS	21	19	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT (Philby-A Ruthless Journey')	12	9	BARBARA McNAIR
	10:30-11:00				
THU NOV	7:00- 7:30	Local Programming	16		+ FAMILY AFFAIRS
	7:30- 8:00	Metronet only	12		+ THIS IS TOM JONES
	8:00- 8:30	THE INTERNS	22		
	8:30- 9:00			12	DEAN MARTIN
	9:00- 9:30				
	9:30-10:00	Metronet only	8		SHOW SPECIAL
	10:00-10:30				
FRI NOV	10:30-11:00	Not Complete Network	9		+ MANNIX
SAT NOV	11:00-11:15	* CBC NEWS	10	10	CTV NEWS

/ Pre-empted on CBMT (Halifax) and CJCB (Sydney).

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

/ Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Wednesday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Wednesday data in this table.

that 'Rainbow Country' has a particular appeal to teenagers who, these past few weeks, have not only watched in unusually large numbers but have been highly enthused by what they have seen. In the common CBC-CTV reception area, this increase in the size of the 'Rainbow Country' audience has taken it to a point where it is now about twice the size of the audience to the directly opposing program on CTV stations, 'Untamed World'.

- . On Wednesday evening, 10:00-11:00 pm, THIS LAND looked at the Canadian North, its people and physical resources. The program was again highly praised this week (index 82) by a national audience of 14 per cent - about equal in size to the audience to last week's 'This Land' broadcast on the preservation of wildlife, and much bigger than the 9 per cent audience attracted three weeks ago to the series' debut program on pollution.
- . On Monday at 10:00-11:00 pm, THE NATURE OF THINGS presented a repeat broadcast of the film biography of naturalist Jean Jacques Audubon, originally produced by the CBC for 'Intertel' and first shown on the network in early 1969. The audience was 13 per cent, a substantial gain over the 9 per cent audience for recent repeat showings of programs in 'The Nature of Things' sub-series 'Machines and Man'. This audience increase at the national level was reflected also in the common CBC-CTV area where the usual 'Nature of Things' audience of about 6-7 per cent rose to 12 per cent. With the opposing CTV program 'Ironside' attracting a slightly smaller audience than on previous weeks this season, the CTV network's audience advantage was reduced on this occasion from the usual 3:1 ratio to less than 2:1.
- . On Sunday from 10:00-11:15 pm the second CBC WEEKEND of the season drew an 11 per cent audience - down 2 percentage points from the audience to last week's 'Weekend' debut but about equal to the average audience maintained by the series last season. This second program included a discussion of the Ontario NDP leadership convention; an interview with Quebec Premier Bourassa; a report from Egypt on the death of President Nasser; excerpts from a film of a Russian bears' hockey game; and a brief item based on Duncan MacPherson's cartoons. Although as a whole the program was not as highly praised as was last week's 'Weekend', it was still moderately well received, the enjoyment index of 72 about equaling last season's average. By far the most widely appreciated individual segment of this week's program was the Barry Callaghan report on post-Nasser Egypt which was rated as 'very interesting' by as many as two-thirds of all who saw it. The other major items on the program were received with rather less enthusiasm. (More detailed audience reactions to this 'CBC Weekend' program have been separately reported.)
- . In its fourth week of the season, TUESDAY NIGHT (10:00-11:00 pm) presented a BBC documentary entitled 'Philby: A Ruthless Journey' - an account of Kim Philby's long career in espionage and counter-espionage for the British and Russian intelligence services. At

13 per cent the size of this 'Tuesday Night' audience was half as big again as the audience to each of the three previous programs in the series. This week's broadcast was also specially well received by those who watched it, the index of enjoyment of 79 being by far the highest recorded for any 'Tuesday Night' program to date. Moreover, in the common CBC-CTV area, where 'Tuesday Night' runs directly against CTV's 'Barbara McNair', the CBC program this week, for the first time, held a slight audience advantage, the ratio of the two program audiences being about 4:3.

- . TAKE THIRTY (weekdays, 3:00-3:30 pm) was less enjoyed this week by those who watched it than it usually was last year, the average index for the five programs this week being 67 as against an average index of 75 for the 1969-70 season. Although none of the five shows was very highly rated, the two that apparently went over best, with enjoyment indices in the low 70's, were Friday's program on the foreign control of Canadian resources and Tuesday's discussion of the Women's Liberation movement. The other three programs (with indices all in the 63-65 range) included one on the recent Canadian film awards; an interview with feminist Kate Millett; and excerpts from the recent Toronto-produced 'Noel Coward Revue' plus an interview with the producer and stage director of the show. The average day audience to 'Take Thirty' this week was a typical 4 per cent, the cumulative total over the five days about 9 per cent.
- . Making its fourth appearance of the season THEATRE CANADA (Thursday, 9:00-9:30 pm on the metronet only) this week presented Pamela Andres' 'In The Promised Land'. The size of the audience, at 6 per cent nationally and 9 per cent in the metronet area, was virtually unchanged from previous weeks. The drama was, however, very highly praised by viewers, the index of audience enjoyment of 82 ranking it not only as more enjoyed by those who watched it than any previous play in the 'Theatre Canada' series, but indeed as one of the three or four most enjoyed CBC-produced dramas on record. Special questioning indicates that many viewers felt the play had been particularly well acted and that it had given a vivid portrayal of a real life situation. Specifically, what seems to have most impressed a large section of the audience to 'In The Promised Land' was the play's treatment of a subject that was felt to have relevance, warmth and, above all, credibility. This type of reaction is reminiscent of the audience's favourable response to the 1968 production of George Salverson's 'The Write Off' and to last season's presentation of Grahame Woods' drama 'Twelve And a Half Cents'.
- . In sharp contrast was the response of viewers to this week's special network presentation of NIGHT (Wednesday, 8:30-10:00 pm) - a dramatized account of the fight for survival of the officers and members of the crew of an American whaling ship trapped in the ice of the Canadian Arctic. Most of those who watched the play - an estimated 11 per cent of all adults and teenagers in the country - were not very favourably impressed, the overall index of enjoyment for the audience as a whole being a low 47.

- . At 8:30-9:00 pm Tuesday, TELESCOPE focussed on Mel Hurtig, an Edmonton bookseller and publisher noted for his promotion of Canadian writers. At 9 per cent the audience was unchanged from the previous week and again 'Telescope' ranked as by far the smallest audience attraction of all regular full network series in the prime 8:00-10:00 pm period. Although this week's program went over somewhat better than did last week's look at the work of composer Ben McPeck, audience reactions were still somewhat less than enthusiastic - index of enjoyment 67.
- . On Friday evening at 9:00-10:00 pm, the second TOMMY HUNTER show of the new season drew a 22 per cent audience - about the same size as the audience to the opening program in the series the week before. On the whole, this week's show did not go over too well, the index of audience enjoyment being just 63 - a drop of 4 index points from the previous week and a full 10 points below the average enjoyment level maintained by 'Tommy Hunter' last season.
- . On Saturday at 10:30-11:00 pm, the Halifax-produced country music series COUNTRYTIME began its second season on the full network. Following immediately after the half-hour film 'A Dime's Worth', 'Countrytime' had a national audience of 13 per cent - slightly bigger than the average audience to last season's 'Countrytime' series which on most occasions followed 'Hockey Night' and was telecast at various times across the country. With singer Myrna Lorrie as co-host with Don Tremaine, this week's program was well received by CBC light-music standards, the index of enjoyment of 73 being somewhat below last season's peak 'Countrytime' indices of 80 but not far short of the average index for the 1969-70 series as a whole (75).
- . On Wednesday at 7:30-8:00 pm on metronet stations only, the other CBC-Halifax musical SINGALONG JUBILEE drew a national audience of 9 per cent, a metronet area of 13 per cent. This compares with the 6 per cent national, 9 per cent metronet-area audience that 'Singalong' regularly had throughout the 1969-70 season. Featuring Acadian folk-singer Edith Butler as special guest, 'Singalong' again this week was well received by its viewers, overall index of audience enjoyment 74.
- . Also well received this week by those who watched it was MUSIC ALBUM. Featuring Doreen Hume and Wally Koster as guests, the program had an index of enjoyment of 73 - much above the low 58 for the debut program four weeks ago and the 65 for last week's show. (No index was available for the second 'Music Album'.) Broadcast on Thursday evening at 9:30-10:00 pm on metronet stations, this week's program also had a slightly bigger audience than in previous weeks, the increase being particularly marked in the CBC-CTV common area where the regular opposing CTV series, 'Here Come The Seventies', was pre-empted by a special program on the opening of Parliament and speech from the throne.

- . On Monday evening, at 7:30-8:00 pm on CBC metronet and some affiliated stations, the third MIKE NEUN show of the season drew a national audience of 5 per cent as against the 6-7 per cent audiences attracted on its first two occasions. As was the case in these two earlier weeks, most of those who watched this week's 'Mike Neun' show were not very favourably impressed, the overall index of enjoyment being a low 56.
- . Another variety program that met with a somewhat unenthusiastic response this week was the occasional ONE MORE TIME, shown this week on Wednesday at 8:00-8:30 pm. It managed to attract only a 6 per cent national audience and had an unfavourable reception from most of those who did watch it, the enjoyment index for the program as a whole being a very low 43.
- . HYMN SING made its first appearance of the season in its usual Sunday afternoon 5:30-6:00 pm slot on the metronet and on some CBC affiliated stations. The 8 per cent audience was slightly bigger than the audience to 'Hymn Sing' in the opening weeks of last season. As always, the program was highly acclaimed by those who saw it, the enjoyment index this week being 80.
- . Following 'Music Album' on Thursday at 10:00-10:30 pm on metronet stations, the BBC comedy series MONTY PYTHON'S FLYING CIRCUS continues to draw small (3-4 per cent) and generally unenthusiastic audiences, the index of enjoyment for this week's program being a quite typical 54.

A CBC RESEARCH REPORT

TV/70/46

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 9 - 15, 1970

THIS WEEK

The regular network schedule this week was heavily disrupted by special news programming relating to the FLQ kidnappings of British Trade Commissioner James Cross and Quebec Labor Minister Pierre Laporte; also by live coverage of five 'World Series Baseball' games and by a Friday 'Hockey Night' broadcast.

Regular CBC programs pre-empted throughout the country included 'The Nature of Things', 'Tuesday Night', 'NFL Football', 'Sports Week' and three editions of '55 North Maple', 'Double Exposure' and 'Take Thirty'. In addition, this week's 'Sunday At Nine' program, 'Lehar', was shown only in the Maritimes and numerous other regular programs were pre-empted and/or rescheduled in other areas of the country.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 9 - 15, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	31	77
THE INTERNS	Thu. 8:00- 9:00	29	82
& ED SULLIVAN	Sun. 8:00- 9:00	27	74
HOCKEY NIGHT IN CANADA	Fri. 11:10- 2:00 am	26	70
FOOTBALL-CFL (B.C. at Montreal)	Wed. 8:00-10:57	25	77
♠ STOREFRONT LAWYERS	Tue. 9:00-10:00	24	79
THE BOLD ONES	Mon. 9:00-10:00	24	80
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	22	80
♠ RED SKELTON	Tue. 8:00- 8:30	22	75
‡ ROWAN AND MARTIN	Fri. 8:00- 9:00	22	62
WORLD SERIES BASEBALL	Sat. 12:45- 3:29	21	82
WORLD SERIES BASEBALL	Sun. 12:45- 3:30	21	82
* BILL COSBY	Sun. 7:30- 8:00	19	71
& ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	19	73
* CBC NATIONAL NEWS	M-S. 11:00-11:21	18	81
*‡ GREAT MOVIES ('The Yellow Rolls-Royce')	Sat. 8:30-10:30	17	69
‡ TOMMY HUNTER	Fri. 9:00-10:00	13	60
WORLD SERIES BASEBALL	Wed. 12:45- 3:35	13	88
WORLD SERIES BASEBALL	Thu. 12:45- 4:00	13	85
♠ TELESCOPE	Tue. 8:30- 9:00	12	66
(Profile of U.S. TV Host Monty Hall)			
CBC WEEKEND (Gross-Laporte Kidnappings)	Sun. 10:00-11:15	12	#
& WORLD SERIES BASEBALL	Tue. 12:45- 3:18	11	87
*‡ COUNTRYTIME	Sat. 10:30-11:00	11	76
&‡ EDGE OF NIGHT	M-F. 3:30- 4:00	9	81
@ GALLOPING GOURMET	M-F. 4:00- 4:30	8	72
MAN ALIVE	Mon. 10:30-11:00	7	80
△ TAKE THIRTY	M-F. 3:00- 3:30	4	68
MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
* ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:00- 1:30	3	73
* COUNTRY CALENDAR	Sun. 4:30- 5:00	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
NATION'S BUSINESS	Sun. 11:15-11:21	2	\$

& Joined in progress in some areas (in case of multi-day programs, on one or more occasions).

♠ Pre-empted on 1-3 stations.

‡ Pre-empted in two or more provinces.

@ Pre-empted in the Maritimes.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

△ Pre-empted on one or more occasions.

\$ Sample too small for reliable reporting of enjoyment level.

Data not available.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- The 1970-71 HOCKEY NIGHT IN CANADA series made its debut this week with a Friday night game (8:00-11:00 pm PDT, 11:10 pm-2:00 am EDT) between the Los Angeles Kings and the newly-franchised Vancouver Canucks. While viewing reached the 34 per cent mark in the west (i.e. in B.C., Alberta, Saskatchewan and Manitoba), the national audience to the broadcast (as was to be expected having regard to the late hour of the broadcast in the east) was significantly smaller than audiences to most east-originated Saturday games of last year - 26 per cent as against a 1969-70 'Hockey Night' average of 36 per cent. Nor, however, was this opening Vancouver game nearly as well received either by the national audience as a whole (index 70) or even by viewers in the west (index also 70), as were most of last season's Montreal or Toronto contests (average index 80).
- CBC network programming this week included coverage of the WORLD SERIES BASEBALL games between the Baltimore Orioles and the Cincinnati Reds. Typical of audience reactions to 'World Series' contests in past seasons, each game in this year's five-part series was very well received with an audience enjoyment index in the high 82-88 range. The Saturday and Sunday afternoon games each drew a national audience of 21 per cent, the final three weekday contests somewhat smaller audiences of 11-13 per cent - about equal in size to the corresponding audiences to the 1969 World Series.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 9 - 15, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	8	79
MIKE NEUN	Mon. 7:30- 8:00	6	50
△ VIEWPOINT	M-F. 11:22-11:29	3	73
& @ SATURDAY'S HEROES	Sat. 4:00- 5:00	3	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
△ DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
@ ANALOG	Sun. 4:00- 4:15	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	13	81
THE ODD COUPLE	Thu. 7:30- 8:00	9	73
* BEVERLY HILLBILLIES	M-F. 5:30- 6:00	8	78
* SINGALONG JUBILEE	Wed. 7:30- 8:00	8	73
‡ JULIA	Fri. 7:30- 8:00	7	76
THEATRE CANADA ('Rigmarole')	Thu. 9:00- 9:30	7	50
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	68
* THE MOST DEADLY GAME	Fri. 10:00-11:00	5	67
MUSIC ALBUM	Thu. 9:30-10:00	5	78
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	4	56
* MUSIC MACHINE	Sat. 7:00- 7:30	3	\$
△ 55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:50	22	80
MOD SQUAD	Tue. 7:30- 8:30	21	85
NATIONAL GEOGRAPHIC SPECIAL ('Zoos Of The World')	Mon. 8:30- 9:30	17	89
IRONSIDE	Mon. 10:00-11:00	16	79
DEAN MARTIN	Thu. 8:30- 9:30	16	75
MARCUS WELBY, M.D.	Sun. 10:00-11:00	16	87
+ MANNIX	Thu. 10:00-11:00	15	79
+ ROOM 222	Tue. 8:30- 9:00	15	81
FRIDAY NIGHT MOVIE ('The Night Of The Following Day')	Fri. 8:00-10:00	15	61
FOOTBALL-CFL (Winnipeg at Saskatchewan)	Sun. 4:00- 6:27	14	79
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	79
ANDY WILLIAMS	Fri. 7:00- 8:00	14	67
FOOTBALL-CFL (Calgary at Edmonton)	Mon. 5:00- 7:28	14	83
F.B.I.	Fri. 10:00-11:00	13	79
JOHNNY CASH	Tue. 9:00-10:00	13	76
+ FAMILY AFFAIR	Thu. 7:00- 7:30	13	77
MATT LINCOLN	Sun. 7:30- 8:30	10	72
PIG 'N' WHISTLE	Mon. 9:30-10:00	10	66
*‡ GLEN CAMPBELL	Sat. 7:00- 8:00	10	74
HERE'S LUCY	Sun. 8:30- 9:00	10	76
* CTV NATIONAL NEWS	S-S. 11:00-11:20	9	80
W5 (Cross-Laporte Kidnappings)	Sun. 9:00-10:00	9	#
*+ ACADEMY PERFORMANCE	Sat. 8:00-10:00	9	61
+ TOM JONES	Thu. 7:30- 8:30	8	67
FOOTBALL-CFL (Ottawa at Hamilton)	Mon. 2:00- 4:31	8	77
UNTAMED WORLD	Sun. 7:00- 7:30	8	90
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	66
*+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	80
NASHVILLE NORTH	Mon. 8:00- 8:30	6	59
BARBARA McNAIR	Tue. 10:30-11:30	5	51
+ UFO	Mon. 7:00- 8:00	4	68
△ TROUBLE WITH TRACY	M-F. 3:30- 4:00	3	67
‡+ SPORTS BEAT '70	Wed. 7:30- 8:00	2	\$
△ FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	\$
△ ANOTHER WORLD	M-F. 3:00- 3:30	2	\$

△ Pre-empted on one or more occasions.

& Joined in progress in some areas (in case of multi-day programs, on one or more occasions).

@ Pre-empted in the Maritimes.

* Pre-empted in one or more Provinces.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

‡ Pre-empted on 1-3 stations.

+ Not telecast (on this day and at this time) on all CTV stations.

Data not available.

\$ Sample too small for reliable reporting of enjoyment level.

- . Despite a change of CTV opposition this week, FRONT PAGE CHALLENGE (Monday, 8:30-9:00 pm) drew about the same size of audience as it has drawn each week since the current series began four weeks ago - 22 per cent. In the common CBC-CTV reception area, the National Geographic Special, 'Zoos Of The World', which this week displaced the usual 'Carol Burnett' show on CTV stations, outrated 'Challenge' by about 7:6 and was the more enjoyed of the two programs with a very high audience enjoyment index of 89. Monday's 'Challenge' program, with former Yankee pitcher Waite Hoyt and feminist Kate Millett as guest challengers, rated a typically high enjoyment index of 80.
- . TOMMY HUNTER, normally telecast throughout the country at 9:00-10:00 pm Friday evening, was pre-empted this week west of Manitoba by coverage of the opening 'Hockey Night' game - with a resultant drop in audience from the 22 per cent of the past two weeks to 13 per cent this week. Audience reaction to the new hour-long 'Hunter' series continues to be far from enthusiastic, the enjoyment index for this week's show being just 60 - 3 points lower than the index for last week's broadcast and 7 points short of the index of 67 for the opening show of the season. Throughout the 1969-70 season, the half-hour 'Tommy Hunter' series consistently rated indices in the much higher 68-78 range, with a season's average index of 73.
- . Another program that was pre-empted this week in certain areas of the country (in Alberta, B.C., and in parts of the Maritimes) was COUNTRYTIME. Broadcast elsewhere in its usual Saturday 10:30-11:00 pm slot, the program drew an 11 per cent audience. With an index of audience enjoyment of 76, this second 'Countrytime' show was slightly more enjoyed by those who watched it than the opening program of the series which had rated an index of 73.
- . Broadcast as usual at 7:30-8:00 pm Wednesday in the east but, due to CFL Football coverage, rescheduled in western areas, the metronet series SINGALONG JUBILEE this week drew a national audience of 8 per cent, representing a metronet area audience of 11 per cent. Audience reaction to the program as a whole was again fairly favourable with an index of enjoyment of 73.
- . MUSIC ALBUM (Thursday 9:30-10:00 pm on the metronet only) this week presented the first of eight shows originating from Vancouver. Hosted by George LaFleche and featuring Ricky Hislop and his orchestra with singer Jim Johnson, bass player Harry Aoki, and dancer Connie Campbell, the program was much enjoyed with an index of 78 - up 5 points from last week's Doreen Hume-Wally Koster program and well above the indices of 58 and 65 recorded for two earlier Toronto-produced 'Music Album' shows. The audience to Thursday's broadcast, at 5 per cent, was also slightly bigger than previous 'Music Album' audiences of 2-4 per cent.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 9 - 15, 1970

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
MON 12TH	7:00- 7:30	Local Programming		5	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	26	7	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	17	21	NATIONAL GEOGRAPHIC SPECIAL
	9:00- 9:30	THE BOLD ONES	20		
	9:30-10:00			13	PIG 'N' WHISTLE
	10:00-10:30	SPECIAL REPORT ON KIDNAPPINGS	#	20	IRONSIDE
	10:30-11:00	MAN ALIVE	6		
TUE 13TH	7:00- 7:30	Local Programming		17	+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			25	MOD SQUAD
	8:00- 8:30	⚡ RED SKELTON	18		
	8:30- 9:00	⚡ TELESCOPE	9	19	+ ROOM 222
	9:00- 9:30	⚡ STOREFRONT LAWYERS	21	16	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	SPECIAL REPORT ON KIDNAPPINGS	#	#	SPECIAL NEWS REPORT
	10:30-11:00			6	@ BARBARA McNAIR
THU 15TH	7:00- 7:30	Local Programming		16	+ FAMILY AFFAIR
	7:30- 8:00	Metronet only		10	+ THIS IS TOM JONES
	8:00- 8:30	THE INTERNS	26		
	8:30- 9:00				
	9:00- 9:30	Metronet only		20	DEAN MARTIN
	9:30-10:00				
	10:00-10:30			19	+ MANNIX
	10:30-11:00	Not Complete Network			
M-S	11:00-11:20	* CBC NEWS	15	10	* CTV NEWS

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

⚡ Pre-empted on 1-3 stations.

+ Not carried (on this day and at this time) on all CTV stations.

@ Broadcast actually ended at 11:30 P.M.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Friday, Saturday, Sunday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Friday, Saturday, Sunday and Wednesday data in this table.

- The Vancouver-produced MIKE NEUN show (Monday, 7:30-8:00 pm on the metronet and on some CBC affiliated stations) continues, however, to be poorly received by its viewers, the low enjoyment index of 50 for this week's program following indices of 44, 53 and 56 for the three previous weeks' broadcasts. The 6 per cent audience this week was about normal for the series.
- In all areas of the country except Alberta and B.C., ADVENTURES IN RAINBOW COUNTRY was broadcast as usual this week from 7:00-7:30 pm Sunday; in Alberta and B.C., due to the network's special live report on the Quebec kidnappings, the program was joined in progress at approximately 7:20 pm. The national audience, at 19 per cent, was down 5 percentage points from the week before. With those teenagers who watched 'Rainbow Country' again being particularly impressed by it (index 80), Sunday's program rated an enjoyment index of 73 for the adult-teenage audience as a whole - about the same enjoyment level as that attained by the previous week's episode.
- At 8:30-9:00 pm Tuesday, TELESCOPE this week profiled the career of Monty Hall, host of the U.S. television show 'Let's Make A Deal'. With an index of audience enjoyment of 66, the program was about as much enjoyed by those who saw it as was last week's broadcast on Edmonton bookseller-publisher Mel Hurtig. Tuesday's broadcast, however, drew a slightly bigger audience than most of this season's 'Telescope' programs, this week's 12 per cent being equal in size to the audience to the opening program of the series and about 2-3 percentage points bigger than audiences to subsequent shows. In the common CBC-CTV coverage area, the result of this week's slightly bigger audience for 'Telescope' was to reduce the lead normally held by the directly opposing CTV program, 'Room 222' - from the usual 3:1 to about 2:1.
- Making its season debut at 10:30-11:00 pm Monday evening, MAN ALIVE presented 'A Footnote To Genesis'. Hosted by Roy Bonisteel, the program discussed man's responsibility to his environment and the ecological balance of nature. Audience reaction to the broadcast was particularly favourable for a 'Man Alive' program, its index of 80 about equalling last season's peak index of 79 for the January 12 profile of Cardinal Leger. The size of this week's audience, at 7 per cent, was somewhat bigger than the average 5 per cent audience attracted to 'Man Alive' programs in the same slot last season.
- As the fifth program in its 'Canadian Short Stories' series, THEATRE CANADA (Thursday, 9:00-9:30 pm on the metronet only) this week presented an adaptation of Morley Callaghan's 'Rigmarole'. Unlike the opening Callaghan drama, 'Very Special Shoes', which rated a moderately favourable index of 69, and in even sharper contrast with last week's Pamela Andres' play 'In The Promised Land' with its

specially high index of 82, 'Rigmarole' was rather poorly received with an enjoyment index of only 50 - the lowest level of audience enjoyment for a 'Theatre Canada' production so far this season. The national audience was 7 per cent, the metronet area audience 10 per cent - virtually unchanged from previous weeks.

- . TAKE THIRTY, normally broadcast each weekday at 3:00-3:30 pm, was pre-empted on three occasions this week by coverage of 'World Series Baseball'. Neither of the two remaining programs was particularly well received by those who watched them. The Friday discussion of Canadian policy toward South Africa and other racist countries had an enjoyment index of 65, the Monday program discussing the building and flying of World War 1 aircraft replicas a slightly higher 70. The national audience to each of these two programs was the usual 'Take Thirty' 4 per cent.
- . This Sunday's CBC WEEKEND was broadcast from 10:00-11:15 pm in the west, joined in progress at 10:18 pm in Ontario and Quebec, and interrupted by a special news report in the Maritimes. Watched by a 12 per cent audience, the program dealt entirely with the Cross-Laporte kidnappings by the FLQ. No enjoyment index is available for this program but a special probe of the extent to which viewers found various parts of the program of interest to them produced an extremely high overall 'index of interest' of 89 - far above average for 'CBC Weekend' and indeed for almost all other programs for which measures of audience interest are available. (More detailed audience reactions to this week's 'CBC Weekend' have been separately reported.)

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/70/47

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 16 - 22, 1970

THIS WEEK

The regular network schedule this week was heavily disrupted by special programming devoted to two major news events - the murder of Quebec Labor Minister Pierre Laporte by the FLQ, and the Government's invocation of the War Measures Act.

In addition to all Friday daytime programming, the following regular network programs were pre-empted throughout the country - 'Sunday At Nine', 'Sports Week', 'Nation's Business', Tuesday's 'Gallopig Gourmet' and the Friday edition of 'Viewpoint'. Numerous other regular programs were pre-empted and/or re-scheduled in various regions.

The week's network schedule also included a drama special entitled 'Straight On Till Morning' and a repeat showing of the Halloween cartoon 'It's The Great Pumpkin, Charlie Brown'. The latter displaced the usual broadcast of 'The Partridge Family'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 16 - 22, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:28	35	77
THE INTERNS	Thu. 8:00- 9:00	32	82
IT'S THE GREAT PUMPKIN, CHARLIE BROWN (Repeat)	Mon. 8:00- 8:30	28	67
STOREFRONT LAWYERS	Tue. 9:00-10:00	26	78
RED SKELTON	Tue. 8:00- 8:30	24	76
‡ ED SULLIVAN	Sun. 8:00- 9:00	24	62
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	24	74
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	78
‡ ROWAN AND MARTIN	Fri. 8:00- 9:00	23	65
THE BOLD ONES	Mon. 9:00-10:00	23	82
BILL COSBY	Sun. 7:30- 8:00	22	72
* CBC NATIONAL NEWS	M-F. 11:00-11:21	20	82
* CBC WEEKEND (Laporte Assassination)	Sun. 10:00-11:00	19	#
‡ TOMMY HUNTER	Fri. 9:00-10:00	18	66
COUNTRYTIME	Sat. 10:30-11:00	16	78
'STRAIGHT ON TILL MORNING' (Drama)	Wed. 9:00-10:00	15	38
SOMERSET MAUGHAM (Debut-'A Casual Affair')	Wed. 8:00- 9:00	14	58
TUESDAY NIGHT ('Canada's Water-For Sale?')	Tue. 10:00-11:00	12	82
FOOTBALL-NFL (Los Angeles at Green Bay)	Sun. 2:00- 4:48	10	79
△ FOOTBALL-CFL (Hamilton at Ottawa)	Sat. 2:00- 4:35	10	79
THIS LAND	Wed. 10:00-11:00	10	62
TELESCOPE ('Getting In Touch')	Tue. 8:30- 9:00	10	35
& EDGE OF NIGHT	M-F. 3:30- 4:00	10	82
THE NATURE OF THINGS	Mon. 10:00-10:30	10	82
& THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	74
MAN ALIVE	Mon. 10:30-11:00	7	75
* COUNTRY CALENDAR	Sun. 1:30- 2:00	4	72
& ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:00- 1:30	4	75
& TAKE THIRTY	M-F. 3:00- 3:30	3	65
* MUSIC TO SEE	Sun. 5:00- 5:30	3	\$

‡ Pre-empted in one or more provinces.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

△ Eastern network only.

& Pre-empted on one or more occasions.

Data not available.

\$ Sample too small for reliable reporting of enjoyment level.

elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Broadcast at 8:00-10:28 pm eastern time, the season's first Saturday HOCKEY NIGHT IN CANADA broadcast drew a 35 per cent audience across the country - the biggest single audience to any network program this week and typical of audiences attracted to 'Hockey Night' programs in past seasons. The overall index of audience enjoyment for the two games (New York at Toronto and Chicago at Montreal) was 77 - if anything, slightly below average for 'Hockey Night' contests.
- TUESDAY NIGHT (10:00-11:00 pm) this week discussed the controversial question of the sale of Canadian water to the United States. Entitled 'Canada's Water-For Sale?', the program drew a national audience of 12 per cent - about equal in size to the audience for the October 6 'Philby' broadcast and several percentage points bigger than audiences to earlier 'Tuesday Night' programs. Results of special questioning revealed that viewers found the program of compelling interest, felt the situation had been clearly and concisely presented, and felt that they had learned a great deal from the program about the various issues involved. At 82, the index of audience

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 16 - 22, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* HYMN SING	Sun. 5:30- 6:00	9	83
MIKE NEUN	Mon. 7:30- 8:00	7	47
♂ VIEWPOINT	M-F. 11:22-11:29	3	67
ENCOUNTER	Thu. 10:30-11:00	3	73
UPDATE	Sat. 6:00- 6:30	2	\$
** SATURDAY'S HEROES	Sat. 4:00- 5:00	2	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
& DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	15	81
THE ODD COUPLE	Thu. 7:30- 8:00	10	74
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	71
‡ BEVERLY HILLBILLIES	M-F. 5:30- 6:00	8	77
‡ JULIA	Fri. 7:30- 8:00	7	75
THEATRE CANADA ('Father and Son')	Thu. 9:00- 9:30	6	64
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	68
ZUT	Sat. 7:00- 7:30	5	58
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	4	61
MUSIC ALBUM	Thu. 9:30-10:00	4	75
& 55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:43	24	82
CAROL BURNETT	Mon. 8:30- 9:30	20	78
♂ MOD SQUAD	Tue. 7:30- 8:30	20	80
IRONSIDE	Mon. 10:00-11:00	18	82
+ MANNIX	Thu. 10:00-11:00	18	77
DEAN MARTIN	Thu. 8:30- 9:30	17	77
MARCUS WELBY, M.D.	Sun. 10:00-11:00	16	86
@ FRIDAY NIGHT MOVIE ('The Other Man')	Fri. 8:00-10:00	16	69
JOHNNY CASH	Tue. 9:00-10:00	16	77
+ ROOM 222	Tue. 8:30- 9:00	15	81
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	79
@ ANDY WILLIAMS	Fri. 7:00- 8:00	14	71
MATT LINCOLN	Sun. 7:30- 8:30	13	77
+ FAMILY AFFAIR	Thu. 7:00- 7:30	13	81
@ F.B.I.	Fri. 10:00-11:00	13	77
+ ACADEMY PERFORMANCE ('House Of Cards')	Sat. 8:00-10:00	13	75
GLEN CAMPBELL	Sat. 7:00- 8:00	13	75
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	75
HERE'S LUCY	Sun. 8:30- 9:00	12	73
* CTV NATIONAL NEWS	M-F. 11:00-11:20	10	79
UNTAMED WORLD	Sun. 7:00- 7:30	10	87
♂+ UFO	Mon. 7:00- 8:00	9	64
+ TOM JONES	Thu. 7:30- 8:30	9	66
HERE COME THE SEVENTIES	Thu. 9:30-10:00	8	49
□ FOOTBALL-CFL (Saskatchewan at Calgary)	Sun. 2:00- 4:30	8	86
NASHVILLE NORTH	Mon. 8:00- 8:30	7	67
BARBARA McNAIR	Tue. 10:00-11:00	7	64
△ FOOTBALL-CFL (Montreal at Toronto)	Sun. 2:00- 4:43	5	79
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	5	78
TROUBLE WITH TRACY	M-F. 3:30- 4:00	3	68
♂+ SPORTS BEAT '70	Wed. 7:30- 8:00	3	\$
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	3	\$
& FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	\$
& ANOTHER WORLD	M-F. 3:00- 3:30	1	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

♂ Pre-empted on 1-3 stations.

‡ Pre-empted in one or more provinces.

& Pre-empted on one or more occasions.

+ Not telecast (on this day and at this time) on all CTV stations.

⊗ Unusual broadcast conditions.

□ Western network only.

△ Eastern network only

\$ Sample too small for reliable reporting of enjoyment level.

enjoyment was by far the highest yet recorded for any program in the 'Tuesday Night' series, representing about the same level of viewer appreciation as that attained last season by the most enjoyed programs in the 'Thursday Night' series - 'The Dying Waters' program on pollution and the program on the Northwest passage of the tanker Manhattan.

- . THIS LAND (Wednesday, 10:00-11:00 pm) was presented in two parts this week. Part I, entitled 'The Rising Cost of Loneliness', looked at the loneliness of some city dwellers and discussed how the fast pace of city living appears to be affecting young people today; Part II, 'The Price of the Future', focused on the activities of an anti-pollution group known as S.T.O.P. With an overall index of enjoyment of 62, the program was much less favourably received than any of the three preceding 'This Land' broadcasts, all of which have rated indices in the high 80-86 index range. While the two-part nature of the program (of which we did not have prior knowledge) makes it difficult to interpret audience comments in response to special questioning, the general indications are that many viewers found the mode of presentation in this program somewhat confusing with too many 'jumps' from one item to the next breaking the continuity and making the program difficult to follow. At 10 per cent, the audience was also significantly below the 13-14 per cent level of the two preceding weeks' programs in the series.
- . At 10:30-11:00 pm on Monday, MAN ALIVE presented a profile of the Reverend Ernest Willie who told how he reconciles the ancient traditions of his Indian background with his profession as an Anglican priest. At 7 per cent, the audience was the same size as the week before; the index of enjoyment of 75 was some five points lower than the index of last week's opening program on pollution but significantly above the enjoyment norm of 63 for the 1969-70 'Man Alive' series.
- . At 10:00-10:30 pm Monday, THE NATURE OF THINGS repeated 'The Attack On Cancer', a program originally shown last November 26, which looked at research conducted at Toronto's Princess Margaret Hospital into the effects of various drugs on tumours. Audience reaction was again highly favourable with an index of enjoyment of 82 - exactly equal to that of the original broadcast. This week's audience, at 10 per cent, was down 3 percentage points from the October 5 'Audubon' program but is about average for 'The Nature of Things' series so far this season.
- . The subject of this week's TELESCOPE program (Tuesday 8:30-9:00 pm) was 'The Claremont Experiment', a movement founded by Anna Palo-Heimo, the expressed purpose of which is 'to put people in touch with each other and with nature by reawakening their dulled senses through sensitivity training'. With a substantial one-quarter of the audience indicating that they hadn't enjoyed the program 'at all', it rated an index of only 35 - by far the lowest index for a 'Telescope' program this season and also the lowest level of enjoyment recorded for any network broadcast this week. At 10 per cent, the audience to Tuesday's 'Telescope' was about average for the five preceding programs in the series.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 16 - 22, 1970

DAY	TIME (Eastern,pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
MON 19TH	7:00- 7:30	Local Programming	11	+ UFO	
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	IT'S THE GREAT PUMPKIN, CHARLIE BROWN	26	9	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	18	25	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	19		
	9:30-10:00			15	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS	7	23	IRONSIDE
	10:30-11:00	MAN ALIVE	5		
TUE 20TH	7:00- 7:30	Local Programming	17	+ THE COURTSHIP OF EDDIE'S FATHER	
	7:30- 8:00		24	+ MOD SQUAD	
	8:00- 8:30	RED SKELTON			20
	8:30- 9:00	TELESCOPE	6	19	+ ROOM 222
	9:00- 9:30	STOREFRONT LAWYERS	22	19	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT ('Canada's Water-For Sale?')	11	8	BARBARA McNAIR
	10:30-11:00				
THU 22ND	7:00- 7:30	Local Programming	17	+ FAMILY AFFAIR	
	7:30- 8:00	Metronet only	10	+ TOM JONES	
	8:00- 8:30	THE INTERNS			28
	8:30- 9:00				
	9:00- 9:30	Metronet only	21	DEAN MARTIN	
	9:30-10:00				
	10:00-10:30				
	10:30-11:00				10
Not Complete Network	22	+ MANNIX			
M-S	11:00-11:20	*CBC NEWS	18	12	* CTV NEWS

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Pre-empted on 1-3 stations.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Friday, Saturday, Sunday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Friday, Saturday, Sunday and Wednesday data in this table.

- TAKE THIRTY, normally telecast each weekday at 3:00-3:30 pm, was pre-empted on Friday this week by special programming relating to the Government's invoking of the War Measures Act. None of the remaining four programs was any more than moderately well received by those who watched them, their indices of enjoyment all falling within the 60-70 range for an average index of 65 - some 3 points below the previous average index of 68 for 'Take Thirty' programs this season, and much below the average index of 75 for the series last season. This week's program content: on Monday a talk with Health and Welfare Minister John Munro; on Tuesday, an interview with Rex Reed, star of the movie 'Myra Breckenridge'; on Wednesday, a talk with Swedish film-maker Ingemar Bergman and with the Reverend Marc Gervais who filmed the Bergman interview, and a look at a steam-driven train operated for tourists by the 'Upper Canada Railway Company'; and on Thursday, a conversation with feminist Betty Friedman. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the four-day period, 7 per cent.
- This week marked the network debut of the BBC's SOMERSET MAUGHAM drama series. Running in the Wednesday 8:00-9:00 pm time slot - opposite 'Hockey' in many areas - the opening play 'A Casual Affair' drew a 14 per cent audience across the country. Starring were James Maxwell, Hildegard Neil, Norman Bird and Richard Vernon. Audience reaction was, on the whole, not particularly enthusiastic the index of audience enjoyment being a rather low 58.
- Pre-empted in Manitoba and Saskatchewan by live network coverage of the Prime Minister's Address on the Quebec crisis, TOMMY HUNTER (Friday, 9:00-10:00 pm) this week drew an 18 per cent audience. With special guest Anne Murray and featuring also the Don Audet-Ron Taddeo duo, this week's show rated an index of audience enjoyment of 66 - up from last week's low of 60 but still significantly below the average index of 73 maintained by last year's 'Tommy Hunter' series.
- Then at 9:00-10:00 pm Wednesday, a 15 per cent audience watched the network presentation of the CBC-produced drama STRAIGHT ON TILL MORNING - a strange tale of a rather plain girl trapped in a house by a man who agrees to give her a child in exchange for her taking care of him. Starring were Gordon Thomson and Anne Anglin. Viewers were on the whole not at all impressed by the play, the resultant index of enjoyment being just 38 - the lowest level of audience enjoyment registered by any CBC drama so far this season.
- Now in its sixth week on CBC metronet stations, THEATRE CANADA (Thursday, 9:00-9:30 pm) continues each week to attract a 6-7 per cent national audience, 8-9 per cent in the metronet area where the program is available. This week's play, 'Father and Son', based on a Morley Callaghan story, drew an audience of this size. With an index of enjoyment of 64 it was more widely enjoyed than was the preceding week's production of another Morley Callaghan story, 'Rigmarole' (index 50),

though not so widely enjoyed as the earlier 'Very Special Shoes' based on a story by the same author (index 69). The audience enjoyment record for the 'Theatre Canada' series to date:

<u>Index of audience enjoyment</u>		
Sept 17	'Very Special Shoes' (Morley Callaghan)	69
Sept 24	'In Exile' (David Helwig)	65
Oct 1	'Postcard' (Alice Munro)	58
Oct 8	'In The Promised Land' (Pamela Andres)	82
Oct 15	'Rigmarole' (Morley Callaghan)	50
Oct 22	'Father and Son' (Morley Callaghan)	64

- Coincident with the re-start this week of the regular 'Saturday Night Hockey', this week's COUNTRYTIME program (the third in the current series) followed the hockey broadcast, in all regions of the country, at 10:30-11:00 pm eastern time. Given the anticipated lead-in boost, the audience to 'Countrytime' shot up to 16 per cent this week from the 11 per cent of the preceding week. Viewer reaction to 'Countrytime' has also, however, been improving steadily over these past three weeks, the October 3 debut program rating an index of audience enjoyment of 73, the October 10 program an index of 76, and this week's program an index of 78.
- Now in its fifth week of the season, the audience performance of SINGALONG JUBILEE (Wednesday 7:30-8:00 pm on metronet stations) remains very stable from week to week. The national audience to this week's broadcast was the usual 8 per cent representing a metronet area audience of 12 per cent; the index of audience enjoyment was 71, just slightly below average for the series this season.
- Saturday this week saw the debut of the new CBC-produced comedy series ZUT. Broadcast on metronet stations only, at 7:00-7:30 pm in Ontario and Quebec and at various other times across the country, the opening program drew a national audience of 5 per cent - 7 per cent in the metronet area where the program is available. Featuring Barrie Baldaro, Dave Broadfoot and Joan Stuart in a series of satirical skits, the broadcast had an audience enjoyment index of 58 - a significantly lower level of enjoyment than that achieved by last season's 'Comedy Crackers' series (average index 64) featuring these same performers.

- Starring in this week's sixth edition of MUSIC ALBUM (Thursday, 9:30-10:00 pm on the metronet only) were Anne Linden of the Canadian Opera Company, singer Doug Crosley, pianist Rudy Toth and a group of some 15 dancers. With an index of enjoyment of 75, the Toronto-produced broadcast becomes the third successive 'Music Album' program to be well received by its viewers, last week's Vancouver-produced show having rated an index of 78 and the October 8 Doreen Hume-Wally Koster program an enjoyment index of 73. The audience to Thursday's broadcast was 4 per cent nationally, or 6 per cent within the metronet area where the program is available - unchanged from the past two weeks.
- On Monday 8:00-8:30 pm, the regularly scheduled 'Partridge Family' was pre-empted this week by yet another repeat of the Halloween cartoon IT'S THE GREAT PUMPKIN, CHARLIE BROWN. The program drew an adult-teenage audience of 28 per cent, slightly smaller than the adult-teenage audiences normally attracted to 'The Partridge Family' series, but plus presumably many younger viewers under the age of 12. In the common CBC-CTV reception area, the disparity between the adult-teenage audiences to 'Charlie Brown' and the opposing CTV program 'Nashville North' was about 3 to 1 in CBC's favour. As in past seasons, 'The Great Pumpkin' was only moderately well received by those adults and teenagers who watched it - the index of enjoyment on this occasion, 67.
- CBC WEEKEND ran in its regular Sunday 10:00-11:00 pm slot this week in all areas of the country except Manitoba where it was seen from 10:30-11:30 pm. The program - the second consecutive 'Weekend' to deal exclusively with the FLQ kidnappings - was concerned this week primarily with the murder of Quebec Labor Minister Pierre Laporte. As with last week's program on the Cross-Laporte kidnappings, no enjoyment index is available for Sunday's broadcast. Results of special questioning, however, revealed that the level of viewer interest in the program was far above average for the 'CBC Weekend' series. The size of the audience was also much above normal: indeed, at 19 per cent, it was the biggest audience recorded for a 'Weekend' program either this season or last. As a result, the opposing CTV program 'Marcus Welby' this week had only a very slight audience advantage over 'CBC Weekend' in the CBC-CTV common area.
- ADVENTURES IN RAINBOW COUNTRY (Sunday, 7:00-7:30 pm) returned to the high 24 per cent audience level this week following a drop to 19 per cent the previous week when most of the program was pre-empted in the west. This size of adult-teenage audience ranks 'Rainbow Country' this week on a par with 'Red Skelton' and only slightly behind 'Storefront Lawyers'. With the enjoyment index remaining at the satisfactorily high 73-74 level, this augurs well for further expansion of the 'Rainbow Country' audience as the season progresses.

A CBC RESEARCH REPORT

TV/70/48

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 23 - 29, 1970

THIS WEEK

Special network programming this week included a variety-musical, 'Anne Murray and Friends', coverage of the Canadian International Championship Stakes, and 'UNICEF Festival 70', a UNICEF program from Osaka. In addition, CBC metronet stations and some affiliates carried a US pre-election special 'Campaign 1970', and the metronet presented the music special 'Three's A Crowd'. Due to insufficient advance notice of scheduling, no audience data is available for this last-named program.

Regular CBC programs pre-empted throughout the country this week included 'Tommy Hunter', 'Zut', 'The Nature of Things' and 'Encounter'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated' - one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 23 - 29, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	35	81
THE INTERNS	Thu. 8:00- 9:00	31	82
ED SULLIVAN	Sun. 8:00- 9:00	30	70
ROWAN AND MARTIN	Fri. 8:00- 9:00	30	64
♠ THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	28	80
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	28	75
STOREFRONT LAWYERS	Tue. 9:00-10:00	28	78
RED SKELTON	Tue. 8:00- 8:30	25	77
BILL COSBY	Sun. 7:30- 8:00	25	73
'ANNE MURRAY AND FRIENDS'	Fri. 9:00-10:00	24	77
♠ FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	81
♠ THE BOLD ONES	Mon. 9:00-10:00	22	71
CBC NATIONAL NEWS	M-S. 11:00-11:21	19	81
'ROCK II'	Sun. 9:00-10:00	18	39
COUNTRYTIME	Sat. 10:30-11:00	16	76
TELESCOPE	Tue. 8:30- 9:00	15	77
(Profile of TV star Eddie Albert)			
SOMERSET MAUGHAM THEATRE	Wed. 8:00- 9:00	15	53
('The Back of Beyond')			
TUESDAY NIGHT ('Avalanche')	Tue. 10:00-11:00	12	83
‡ CBC WEEKEND	Sun. 10:00-11:00	11	77
THIS LAND	Wed. 10:00-11:00	11	78
△ FOOTBALL-CFL (Ottawa at Montreal)	Sat. 2:00- 4:35	11	81
EDGE OF NIGHT	M-Th. 3:30- 4:00	10	81
FOOTBALL-NFL (St. Louis at New York)	Sun. 1:00- 3:45	10	71
THE GALLOPING GOURMET	M-F. 4:00- 4:30	9	73
□ FOOTBALL-CFL (Winnipeg at Edmonton)	Sat. 11:00- 1:30 am	9	76
MAN AT THE CENTRE	Wed. 9:00-10:00	8	82
('Paul Kane 1810 - 1871')			
MAN ALIVE	Mon. 10:00-11:00	7	56
+* COUNTRY CALENDAR	Sun. 4:30- 5:00	5	71
CANADIAN INTERNATIONAL CHAMPIONSHIP STAKES	Sun. 4:00- 4:35	5	80
TAKE THIRTY	M-F. 3:00- 3:30	4	72
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:00- 1:30	4	74
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	60
* 'UNICEF FESTIVAL 70'	Sat. 1:00- 2:00	3	\$
* NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	3	\$
* MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
SPORTS WEEK	Sun. 4:46- 4:56	1	\$

♠ Pre-empted on CKCD (Campbellton) and CHSJ (Saint John).

‡ Pre-empted on CBMT (Montreal)

△ Eastern network only.

□ Western network only.

+ Joined in progress at 4:35 P.M. in Ontario and Quebec.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . On Friday at 9:00-10:00 pm, pre-empting 'Tommy Hunter', the network this week presented ANNE MURRAY AND FRIENDS, a special program of Canadian music featuring Canada's newest singing star Anne Murray with singer-composer Gene MacLellan and 'Singalong Jubilee's Patrician Ann. Watched by a 24 per cent audience - slightly bigger than the usual audience to 'Tommy Hunter' - the program as a whole was well received with an audience enjoyment index of 77. Results of special questioning indicate that by far the most enjoyed items in the program were Anne Murray's own contributions.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) was again this week only moderately well received, the average index of audience enjoyment for the five broadcasts being 72. The Friday look at terrorism in Quebec rated an index of 67 while the remaining four programs had indices in the narrow 72-74 range. These included: on Monday, interviews with Red Skelton and Al Hirt; on Tuesday, a program on bicycles; Wednesday's cooking demonstration with Madame Benoit; and on Thursday, a talk with Dr. Ivan Illich, a former priest now involved in educational reform in Mexico. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the 5-day period, 9 per cent.
- . At 9:00-9:30 pm Thursday evening THEATRE CANADA, now in its seventh week on CBC metronet stations, presented 'Something For Olivia's Scrapbook', based on a story by David Helwig

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 23 - 29, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* HYMN SING	Sun. 5:30- 6:00	9	80
MIKE NEUN	Mon. 7:30- 8:00	7	60
VIEWPOINT	M-F. 11:22-11:29	3	73
* SATURDAY'S HEROES	Sat. 4:00- 5:00	3	\$
& UPDATE	Sat. 6:00- 6:30	2	\$
U.S. PRE-ELECTION SPECIAL	Thu. 10:30-11:00	2	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
* ANALOG	Sun. 12:30-12:45	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	83
THE ODD COUPLE	Thu. 7:30- 8:00	9	70
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	9	76
THE MOST DEADLY GAME	Fri. 10:00-11:00	9	72
JULIA	Fri. 7:30- 8:00	8	76
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	76
THEATRE CANADA	Thu. 9:00- 9:30	6	40
('Something For Olivia's Scrapbook')			
& THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	65
MUSIC ALBUM	Thu. 9:30-10:00	4	73
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	4	51
55 NORTH MAPLE	M-F. 1:30- 2:00	2	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:40	28	84
CAROL BURNETT	Mon. 8:30- 9:30	21	80
MOD SQUAD	Tue. 7:30- 8:30	20	82
THE SIDE	Mon. 10:00-11:00	18	80
@ MARCUS WELBY, M.D.	Sun. 10:00-11:00	16	88
DEAN MARTIN	Thu. 8:30- 9:30	16	75
+ ROOM 222	Tue. 8:30- 9:00	16	80
JOHNNY CASH	Tue. 9:00-10:00	15	80
ANDY WILLIAMS	Fri. 7:00- 8:00	15	71
+ MANNIX	Thu. 10:00-11:00	15	78
+ FAMILY AFFAIR	Thu. 7:00- 7:30	14	80
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	78
GLEN CAMPBELL	Sat. 7:00- 8:00	13	68
MATT LINCOLN	Sun. 7:30- 8:30	13	76
FRIDAY NIGHT MOVIE	Fri. 8:00-10:00	13	61
('Three Into Two Wont' Go')			
ACADEMY PERFORMANCE ('Zorba The Greek')	Sat. 8:00-11:00	13	60
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	70
F.B.I.	Fri. 10:00-11:00	12	77
HERE'S LUCY	Sun. 8:30- 9:00	11	76
UNTAMED WORLD	Sun. 7:00- 7:30	10	87
+ UFO	Mon. 7:00- 8:00	9	67
* CTV NATIONAL NEWS	S-S. 11:00-11:20	9	78
+ TOM JONES	Thu. 7:30- 8:30	9	70
△ FOOTBALL-CFL (B.C. at Calgary)	Sun. 4:00- 6:30	8	70
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	67
BARBARA McNAIR	Tue. 10:00-11:00	5	57
NASHVILLE NORTH	Mon. 8:00- 8:30	5	68
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	5	75
□ FOOTBALL-CFL (Toronto at Hamilton)	Sun. 2:00- 4:37	4	78
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	69
* FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	71
* UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	3	\$
* SPORTS BEAT '70	Wed. 7:30- 8:00	3	\$
ANOTHER WORLD	M-F. 3:00- 3:30	2	\$

* Joined in progress in some areas (in case of multi-day programs, on one or more occasions)

& Partial pre-emption in the West

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

@ Pre-empted on CFCF (Montreal)

+ Not telecast (on this day and at this time) on all CTV stations

f Pre-empted on CJAY (Winnipeg)

△ Western network only

□ Eastern network only

\$ Sample too small for reliable reporting of enjoyment level

concerning a young couple's involvement with a deaf-mute girl wanted by the police. Audience reaction was not at all enthusiastic. With a substantial one-quarter of the audience indicating that they hadn't enjoyed the play at all, the broadcast rated an index of only 40 - the lowest for a 'Theatre Canada' production to date and much below the index of 65 accorded the September 24 presentation of another David Helwig play - 'In Exile'.

- TELESCOPE (Tuesday 8:30-9:00 pm) this week visited film and TV star Eddie Albert and family. The program showed Albert, a devout conservationist, at home in his garden; his wife Mary with her young people's theatre group; and son Edward who spoke of the closeness of the family and of his own interest in photography. With an index of audience enjoyment of 77, the program was undoubtedly the most enjoyed 'Telescope' program to be presented so far this season, individual indices of previous broadcasts having ranged from a low of 35 for last week's profile of Anna Palo-Heimo to 69 for the September 22 portrait of Monsignor Athol Murray. The audience to this week's program was also several percentage points bigger than any previously recorded for the current series. Indeed, at 15 per cent, it was half as big again as the average 'Telescope' audience this season.
- This week's program in the TUESDAY NIGHT series (10:00-11:00 pm) was 'Avalanche', a BBC documentary which examined the nature of an avalanche, followed its development, and showed something of the death, destruction, and desolation that it can cause. Included was film coverage of some of the world's most devastating avalanches and a demonstration of methods used by rescue teams to locate avalanche victims. The audience was the same size as for the previous week's 'Tuesday Night' - 12 per cent - and the index of enjoyment a high 83.
- Guest challengers this week on FRONT PAGE CHALLENGE (Monday 8:30-9:00 pm) were Judge Ross Sutherland, a passenger on a B.C. ferry when it collided with a Russian freighter, and Shirley Sutherland, daughter of the Honorable T.C. Douglas, arrested in Los Angeles last October on charges involving the Black Panther movement. The program as a whole was much enjoyed with a typically high audience enjoyment index of 81. The size of the audience, at 23 per cent, was unchanged from the past five weeks and, in the common CBC-CTV reception area, this week as usual 'Front Page Challenge' was outdrawn in an audience ratio of about 3:2 by the opposing CTV program 'Carol Burnett'.
- The Sunday 9:00-10:00 pm slot this week was occupied by ROCK II, a CBC-produced program of rock music. A follow-up to last January's 'Rock I' in the 'Sunday At Nine' series, this week's show featured 'Delaney and Bonnie and Friends', 'The Sweet Inspiration', 'Chilliwack' and Allan Nicholls. Audience reaction was very much in line with reaction to the earlier 'Rock I': most adult viewers, particularly those in the over-fifty group, were not at all impressed, but teenagers who watched the show quite

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 23 - 29, 1970

DAY	TIME (Eastern,pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 23RD	7:00- 7:30	Local Programming		19	ANDY WILLIAMS
	7:30- 8:00	Metronet only			
	8:00- 8:30	ROWAN AND MARTIN	25	16	* FRIDAY NIGHT MOVIE ('Three Into Two Wont' Go')
	8:30- 9:00				
	9:00- 9:30	'ANNE MURRAY AND FRIENDS'	20		
	9:30-10:00				
	10:00-10:30	Metronet only	15	F.B.I.	
10:30-11:00					
SUN 25TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	22	12	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	20	16	MATT LINCOLN
	8:00- 8:30	ED SULLIVAN	25		
	8:30- 9:00				
	9:00- 9:30	ROCK II	14	8	'THE FOREIGN FISHING INVASION'
	9:30-10:00				
	10:00-10:30	* CBC WEEKEND	9	20	* MARCUS WELBY, M.D.
10:30-11:00					
MON 26TH	7:00- 7:30	Local Programming		12	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	* THE PARTRIDGE FAMILY	24	6	NASHVILLE NORTH
	8:30- 9:00	* FRONT PAGE CHALLENGE	18	26	CAROL BURNETT
	9:00- 9:30	* THE BOLD ONES	18		
	9:30-10:00			15	PIG 'N' WHISTLE
	10:00-10:30	MAN ALIVE	5	22	IRONSIDE
10:30-11:00					
TUE 27TH	7:00- 7:30	Local Programming		17	+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			25	MOD SQUAD
	8:00- 8:30	RED SKELTON	20		
	8:30- 9:00	TELESCOPE	12	20	+ ROOM 222
	9:00- 9:30	STOREFRONT LAWYERS	24	19	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT ('Avalanche')	11	6	BARBARA McNAIR
10:30-11:00					
THU 29TH	7:00- 7:30	Local Programming		17	+ FAMILY AFFAIR
	7:30- 8:00	Metronet only		11	+ TOM JONES
	8:00- 8:30	THE INTERNS	26		
	8:30- 9:00			20	DEAN MARTIN
	9:00- 9:30	Metronet only	8		
	9:30-10:00				
	10:00-10:30	Not Complete Network	19	+ MANNIX	
10:30-11:00					
M-S	10:30-11:00	CBC NEWS	16	11	* CTV NEWS

* Pre-empted on 1 or 2 stations.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: Due to live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable re-scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

enjoyed it. With adults in the audience outnumbering teenage viewers, however, by about 3:1, the index of enjoyment for the audience as a whole was very low - only 39. (The January 'Rock I' program rated a somewhat higher index of 54.) Nor did this week's show draw a particularly big audience for a 'Sunday At Nine' program. At 18 per cent, the national audience was only about two-thirds as big as the audience to the October 4 'Wayne and Shuster' special and was also somewhat smaller than audiences recorded during September for the final few programs in 'The Forsythe Saga' series.

- . CBC WEEKEND (Sunday 10:00-11:00 pm) this week included a report on the civic elections in Montreal; a continuation of last week's discussion on the government's invoking of the War Measures Act and a talk with singer Pauline Julien who was recently released from jail after being arrested under the Act; a discussion of the recent sale of Canadian Natural Gas to the U.S.; and a further report from Barry Callaghan on the Middle East. The index of audience enjoyment was 77, about average for 'CBC Weekend' this season and some 4 points above the norm for the 1969-70 'Weekend' series. The size of the audience, at 11 per cent, was about equal to that of previous 'Weekend' programs this season with the single exception of last week's program dealing with the Laporte killing which drew an unusually big audience of 19 per cent.
- . Following 'Hockey' at 10:30-11:00 pm Eastern time, Saturday's COUNTRYTIME, for the second consecutive week, drew a national audience of 16 per cent. With the Saturday 'Hockey' audience these past two weeks being at the 35 per cent level, this gives 'Countrytime' a larger proportion of the 'Hockey' audience - about 46 per cent of it - than at any time last season. Indeed, in recent years, the only post-hockey series to draw a bigger percentage of the adult-teen 'Hockey' audience has been 'Juliette' which, in its final season, maintained an audience about 50 per cent the size of the normal audience to 'Hockey'. With guest singers Lynn Jones and Brent Williams joining regulars Don Tremaine, Myrna Lorrie and Vic Mullen and The Hickorys, this week's program as a whole was well received with an audience enjoyment index of 76 - equal to the current enjoyment norm for the series.
- . Making its second appearance of the season, MAN AT THE CENTER, at 9:00-10:00 pm Wednesday evening, presented 'Paul Kane 1810-1871', a profile of the 19th Century artist. The program, which followed Kane's travels across the Canadian west and showed the natural landscape as it was in Kane's painting and as it is today, was very much enjoyed by those who watched it, the index of audience enjoyment being a high 82 - one of the highest indices of enjoyment for a 'Man At The Center' program in several seasons. The audience was the same size as it was the previous week - 8 per cent.

- . At 10:00-11:00 pm Friday evening, THE MOST DEADLY GAME, the new U.S. drama series which two weeks earlier made its debut on metronet stations in eastern Canada, this week drew a 9 per cent audience across the country - 12 per cent in the metronet area where the program is available. With an index of audience enjoyment of 72, audience reaction was again only moderately favourable though somewhat improved over the reception given to the opening broadcast which rated an index of 67.
- . Making its second appearance on the network, the BBC's SOMERSET MAUGHAM THEATRE (Wednesday, 8:00-9:00 pm) this week presented 'The Back of Beyond' starring Daniel Massey, Julian Glover, Mary Peach and Georgina Hale. As with the opening program which had an index of 58, audience reaction to this week's play was far from enthusiastic resulting in a fairly low index of audience enjoyment of 53. The size of the audience, at 15 per cent, was virtually unchanged from the previous week.
- . Audience data available so far this season on THE GALLOPING GOURMET (weekdays 4:00-4:30 pm) suggests that the series is not now being received quite as enthusiastically as it has been in past seasons. Whereas the 1969-70 'Galloping Gourmet' series had an average index of audience enjoyment of 80, the average index for the current series to date is only 73. The average day audience to 'Galloping Gourmet' this week, as over the past six weeks, was 9 per cent, the cumulative audience over the 5-day period, a fairly typical 17 per cent - about the same level of viewing as the series was maintaining at this time last season.

Broadcast on the metronet only, the Saturday 'Galloping Gourmet' series (6:30-7:00 pm) is also being somewhat less favourably received while showing little change in the size of its audience from this time last year. The index of audience enjoyment this week was a specially low 65 - down 3 percentage points from the past two weeks and much below the average index of 76 maintained by Saturday 'Galloping Gourmet' programs throughout last season.
- . At 10:00-11:00 pm on Wednesday, THIS LAND discussed some of the disadvantages of living in a densely populated urban area. It showed how some former city-dwellers have solved the problems of urban life by 'returning to the land', among them two families who have chosen to live among the Eskimo and Indian people where they raise musk-oxen. With an index of audience enjoyment of 78, the program was much enjoyed without being quite as highly acclaimed as the first three 'This Land' programs of the season which rated indices in the 80-86 range. It was, however, much more widely enjoyed than last week's two-part broadcast on 'city life' and 'pollution' which had a rather low index of 62. Special questioning revealed that viewers of this week's program were particularly interested in that segment concerning the musk-oxen,

many conceding that, prior to watching the program, they had known little or nothing about the animal itself, its usefulness, or the musk-ox industry which is providing jobs for the people of these northern regions. The audience to Wednesday's broadcast was 11 per cent - up one percentage point from last week but still short of the peak audiences of 13-14 per cent to previous programs in the series.

- . As its third program of the season, MAN ALIVE (Monday, 10:00-11:00 pm) presented a special hour-long portrait of Ingmar Bergman in which the Swedish filmmaker discussed his personal and religious views, accompanied by excerpts from films illustrating how these beliefs had influenced his work. While about a third of those who watched the program very much enjoyed it, majority reaction tended to be much less favourable and the index of enjoyment for the audience as a whole was only 56 - much below the level of audience enjoyment of the two previous 'Man Alive' programs, the October 12 program on pollution (index 80) and the October 19 profile of Indian Anglican priest Reverend Ernest Willie (index 75). Special questioning produced nothing more specific than that many who watched the program, through a general lack of interest in the subject, found the program boring. The size of the audience was 7 per cent - unchanged from the audience to the half-hour 'Man Alive' programs of the two preceding weeks.
- . The audience to ADVENTURES IN RAINBOW COUNTRY (Sunday 7:00-7:30 pm) increased by a further 4 percentage points this week to the 28 per cent mark - a level of adult-teenage viewing surpassed by only four other programs - 'Hockey', 'The Interns', 'Ed Sullivan', and 'Rowan and Martin'. The 'Rainbow Country' series continues also to be much enjoyed by the great majority of those who are watching it, this week's episode, 'Panic In The Bush', rating an index of audience enjoyment of 75.

A CBC RESEARCH REPORT

TV/70/49

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 30 - NOVEMBER 5, 1970

THIS WEEK

There was little disruption of the regular schedule this week, a live one-hour 'U.S. Election Special' and 'The Magnificent Gift' (marking the 300th anniversary of the Canadian fur trade) being the only special broadcasts carried on the full network. In addition, Manitoba stations provided live coverage of Saturday's Manitoba Liberal Leadership Convention. The regular 'Tuesday Night' and 'Saturday's Heroes' were pre-empted this week.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 30 - NOVEMBER 5, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:45	38	79
THE INTERNS	Thu. 8:00- 9:00	33	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	33	79
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	67
* STOREFRONT LAWYERS	Tue. 9:00-10:00	29	76
ED SULLIVAN	Sun. 8:00- 9:00	27	60
THE BOLD ONES	Mon. 9:00-10:00	26	81
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	26	81
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	26	74
* RED SKELTON	Tue. 8:00- 8:30	24	77
BILL COSBY	Sun. 7:30- 8:00	23	74
TOMMY HUNTER	Fri. 9:00-10:00	20	73
* CBC NATIONAL NEWS	M-S. 11:00-11:21	17	81
CBC WEEKEND	Sun. 10:00-11:00	15	79
FOOTBALL-CFL (Ottawa at Toronto)	Sat. 2:00- 4:59	15	80
'THE MAGNIFICENT GIFT'	Wed. 9:00-10:00	15	88
THE NATURE OF THINGS	Mon. 10:00-10:30	13	89
+ COUNTRYTIME	Sat. 10:30-11:00	13	77
THIS LAND	Wed. 10:00-11:00	13	85
SOMERSET MAUGHAM THEATRE ('The Creative Impulse')	Wed. 8:00- 9:00	13	53
* TELESCOPE (Profile of journalist Pat Carney)	Tue. 8:30- 9:00	12	70
EDGE OF NIGHT	M-F. 3:30- 4:00	10	81
U.S. ELECTION SPECIAL	Tue. 10:00-11:00	9	53
THE GALLOPING GOURMET	M-F. 4:00- 4:30	9	72
MAN ALIVE	Mon. 10:30-11:00	9	72
* COUNTRY CALENDAR	Sun. 4:30- 5:00	5	78
TAKE THIRTY	M-F. 3:00- 3:30	4	71
MUSIC TO SEE	Sun. 5:00- 5:30	4	66
ELWOOD GLOVER'S LUNCHEON DATE	Fri. 12:00- 1:30	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	67
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$
SPORTS WEEK	Sun. 3:48- 3:56	1	\$
THE HART AND LORNE TERRIFIC HOUR	Sun. 9:00-10:00	#	55

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Joined in progress in some areas.

Data not available.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On CBC WEEKEND this week (Sunday 10:00-11:00 pm) the main items, each about 20 minutes in length, were a report on the effects of mercury pollution in the Wabagoon River area of Northern Ontario and a discussion of the current Quebec situation. Both these segments proved to be of considerable interest to most viewers and each was rated as much more "interesting" than either of the two lead-off items - an interview with Israeli Prime Minister Golda Meir, and a talk with Energy Mines and Resources Minister J.J. Greene on the subject of Canada's recent natural gas sale to the U.S. (More detailed information on audience reactions to the various segments of this program has been separately reported.) For the broadcast as a whole the index of audience enjoyment was 79 - slightly above average for the series this season and, for the second consecutive week, significantly above the norm of audience enjoyment for the 1969-70 'Weekend' series. The size of the audience to Sunday's program was also above average for 'CBC Weekend' - at 15 per cent, it was surpassed only by the 19 per cent audience for the October 11 'Weekend' program dealing with the Laporte murder.
- COUNTRY CALENDAR was broadcast in the Sunday 4:30-5:00 pm slot this week in all areas of the country except the Maritimes where it ran from 1:30-2:00 pm. The audience was a fairly typical 5 per cent for a 'national edition' program which included a report on the success of Ottawa's 'Survival Day', a comment on Canada's proposed new wheat policy, and film coverage of a day in the life of an Ontario Provincial Police constable. Audience reaction to the program as a whole was highly favourable, the index of enjoyment of 78 being about equal to the previous high for the current 'Country Calendar' series - average index of enjoyment for the series so far this season, 75.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 30 - NOVEMBER 5, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	11	80
MIKE NEUN	Mon. 7:30- 8:00	8	62
ENCOUNTER	Thu. 10:30-11:00	5	80
* VIEWPOINT	M-F. 11:22-11:29	3	70
** UPDATE	Sat. 6:00- 6:30	2	\$
* ANALOG	Sun. 4:00- 4:15	1	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY ('Snow Bear' - Pt. 1)	Sun. 6:00- 7:00	22	88
THE ODD COUPLE	Thu. 7:30- 8:00	10	71
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	9	77
JULIA	Fri. 7:30- 8:00	8	75
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	74
THE MOST DEADLY GAME	Fri. 10:00-11:00	7	71
THEATRE CANADA ('The Mariposa Bank Mystery')	Thu. 9:00- 9:30	7	52
* THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	66
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	5	59
‡ ZUT	Sat. 7:00- 7:30	4	61
MUSIC ALBUM	Thu. 9:30-10:00	4	76
ELWOOD GLOVER'S LUNCHEON DATE	M-Th. 12:30- 1:00	3	72
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HIGHLIGHTS OF THE ICE CAPADES 1971	Tue. 7:30- 8:30	25	85
CAROL BURNETT	Mon. 8:30- 9:30	22	78
JOHNNY CASH	Tue. 9:00-10:00	20	77
+ ROOM 222	Tue. 8:30- 9:00	19	79
IRONSIDE	Mon. 10:00-11:00	19	80
WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	18	77
+ MANNIX	Thu. 10:00-11:00	17	82
DEAN MARTIN	Thu. 8:30- 9:30	16	75
ACADEMY PERFORMANCE ('The War Wagon')	Sat. 8:00-10:00	16	75
MATT LINCOLN	Sun. 7:30- 8:30	15	77
ANDY WILLIAMS	Fri. 7:00- 8:00	15	71
F.B.I.	Fri. 10:00-11:00	14	81
FRIDAY NIGHT MOVIE ('Berlin Affair')	Fri. 8:00-10:00	14	67
+ FAMILY AFFAIR	Thu. 7:00- 7:30	14	79
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	78
GLEN CAMPBELL	Sat. 7:00- 8:00	14	79
HERE'S LUCY	Sun. 8:30- 9:00	13	74
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	71
△ FOOTBALL-CFL (Hamilton at Montreal)	Sun. 2:00- 4:32	11	85
+ UFO	Mon. 7:00- 8:00	11	70
UNTAMED WORLD	Sun. 7:00- 7:30	10	82
BARBARA McNAIR	Tue. 10:00-11:00	9	63
W5	Sun. 9:00-10:00	9	66
+ TOM JONES	Thu. 7:30- 8:30	9	71
CTV NATIONAL NEWS	S-S. 11:00-11:20	8	78
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	83
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	65
NASHVILLE NORTH	Mon. 8:00- 8:30	5	69
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	70
□ FOOTBALL-CFL (Calgary at Winnipeg)	Sun. 3:30- 6:00	3	\$
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	3	\$
SPORTS BEAT '70	Wed. 7:30- 8:00	3	\$
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	71
ANOTHER WORLD	M-F. 3:00- 3:30	1	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

‡ Pre-empted in Manitoba.

+ Not carried (on this day and at this time) on all CTV stations.

△ Eastern network only.

□ Western network only.

\$ Sample too small for reliable reporting of enjoyment level.

- Broadcast at 10:30-11:00 pm in the Toronto region but elsewhere joined in progress following the telecast of the Montreal-Vancouver hockey game, Saturday's COUNTRYTIME program drew a smaller-than-usual audience of 13 per cent this week. Audience enjoyment, however, remained high with this week's show - featuring Cliff Short, Julie Lynn and Gene MacLellan - rating an index of 77, about average for the series.
- On this week's edition of ENCOUNTER (Thursday, 10:30-11:00 pm on the metronet and some affiliated stations) the guest was the Prime Minister who replied to questions and commented on the government's recent invoking of the War Measures Act and on the Quebec situation in general. While the majority of those who watched the broadcast felt they had learned little from it about the crisis that they didn't already know, this seemed in no way to diminish the widespread feeling that the program had been well worth watching and of considerable interest. The result was an enjoyment index of 80. While most editions of 'Encounter' are watched by too few members of the panel to provide a reliable index of audience enjoyment per individual program, the indications are that this week's index of 80 is about 6 index points above the previous average for the series as a whole. The audience for this week's 'Encounter', while still relatively small (5 per cent nationally, 7 per cent in the metronet area where the program was fully available) was also much bigger than usual - about twice the size of the usual weekly audience for the series.
- Panelists this week on FRONT PAGE CHALLENGE (Monday 8:30-9:00 pm) were regulars Gordon Sinclair and Betty Kennedy and guests Susan Kastner and Charles Templeton - the latter filling in for Pierre Berton who appeared this week as a challenger with an 1855 story about the completion of the Transcontinental Railway. In the other segment of the program, former Rochdale College president Peter Taylor challenged the panel with a headline concerning the recent police raid at the college. Watched by a somewhat bigger than usual audience - 26 per cent as against previous audiences of 22-23 per cent - the broadcast as a whole rated a typically high audience enjoyment index of 81.
- Monday evening (10:00-10:30 pm) saw the beginning of a new 4-part THE NATURE OF THINGS series stressing the need for the preservation of natural wildlife areas through the world. Entitled 'The Last Stand', the series opened with a visit to the Rocky Mountains where conservationists are working to preserve the natural habitat of the area's wildlife - bighorn, elk, moose and goats. The audience was 13 per cent - the same peak audience level reached by the October 5 'Audubon' biography and 3 points above average for the series as a whole. Widespread audience interest in the subject matter of this week's program was reflected in a very high index of enjoyment of 89. This tops even the high 86 index for the 'Audubon' program and ranks this week's 'Nature of Things' as one of three network programs more enjoyed this week by those who watched them than any others. The other two programs were Walt Disney's 'Snow Bear' and 'The Magnificent Gift' (see below), each of which rated an index of audience enjoyment of 88.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 30 - NOVEMBER 5, 1970

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 30TH	7:00- 7:30	Local Programming		18	ANDY WILLIAMS
	7:30- 8:00	Metronet only			
	8:00- 8:30	ROWAN AND MARTIN	24	17	FRIDAY NIGHT MOVIE ('Berlin Affair')
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	15		
	9:30-10:00				
	10:00-10:30	Metronet only		18	F.B.I.
	10:30-11:00				
SUN 1ST	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	20	12	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	18	19	MATT LINCOLN
	8:00- 8:30	ED SULLIVAN	21		
	8:30- 9:00			16	HERE'S LUCY
	9:00- 9:30	THE HART AND LORNE TERRIFIC HOUR	#	12	W5
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	12	#	ENGELBERT HUMPERDINCK
	10:30-11:00				
MON 2ND	7:00- 7:30	Local Programming		13	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	28	7	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	20	28	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	21		
	9:30-10:00			16	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS	11	24	IRONSIDE
	10:30-11:00	MAN ALIVE	6		
THU 5TH	7:00- 7:30	Local Programming		17	+ FAMILY AFFAIR
	7:30- 8:00	Metronet only		11	+ TOM JONES
	8:00- 8:30	THE INTERNS	28		
	8:30- 9:00			20	DEAN MARTIN
	9:00- 9:30	Metronet only		9	HERE COME THE SEVENTIES
	9:30-10:00				
	10:00-10:30				
	10:30-11:00	Not Complete Network		21	+ MANNIX
M-S	11:00-11:30	* CBC NEWS	14	10	CTV NEWS

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Tuesday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Tuesday and Wednesday data in this table.

- Following this, at 10:30-11:00 pm Monday, MAN ALIVE also drew a somewhat bigger than usual audience - 9 per cent as against previous audiences of 7 per cent. This week's program, 'Living With Grief' studied one individual's personal reaction to tragedy and loss. Max Wylie, an American writer and television producer who, within a five-year period, had a daughter murdered, saw his wife die of cancer, and another daughter die in the 1969 flu epidemic, told how becoming involved with other people's problems has helped him to overcome his own grief. Special questioning revealed that the great majority of those who watched the program had felt it to be a most interesting and worthwhile half-hour of viewing. The resultant index of audience enjoyment was 72. The complete audience record for 'Man Alive' so far this season:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Oct. 12	'A Footnote To Genesis' - on man's responsibility for preservation of his environment.	7	80
Oct. 19	'The Path' - profile of Anglican Indian priest, the Rev. Ernest Willie.	7	75
Oct. 26	Profile of Swedish filmmaker, Ingmar Bergmann (one-hour special, 10:00-11:00 pm).	7	56
Nov. 2	'Living With Grief' - Max Wiley.	9	72

- Now in its seventh week on the metronet and some CBC affiliated stations, the MIKE NEUN show (Monday 7:30-8:00 pm) this week rated an index of audience enjoyment of 62 making it the second successive program in the series to rate an index in the 60's. While this is still a far from enthusiastic level of audience response, it nonetheless represents a significant improvement over the five earlier 'Mike Neun' broadcasts which averaged an index of only 50. If anything, the size of the audience to Monday's program - 8 per cent nationally or 9 per cent in the metronet area where it was fully available - was also slightly above average for the series.
- The SOMERSET MAUGHAM THEATRE series (Wednesday 8:00-8:50 pm) this week presented 'The Creative Impulse', starring Brenda de Banzie, John Le Mesurier and Megs Jenkins. About a half of those who watched the play enjoyed it to some degree but even their reaction was not wholly enthusiastic and many other viewers reported that they hadn't enjoyed the play at all. The result, an enjoyment index of only 53 for the audience as a whole - the same index as for the previous week's play, 'The Back of Beyond', and 5 points below the index of 58 for the opening drama in the series, 'A Casual Affair'. The audience this week was 13 per cent, down slightly from the audience level of the previous two weeks.

In the Sunday 9:00-10:00 pm slot, the network this week presented THE HART AND LORNE TERRIFIC HOUR, the first of several Lorne Michaels and Hart Pomerantz comedy-variety specials to be shown this season. Featured guests on this occasion were folksinger Melanie and blues singers Sonny Terry and Brownie McGhee. Audience reaction to the program was far from enthusiastic. About one-quarter of those who watched the show very much enjoyed it but majority reaction was much less favourable and the index of enjoyment for the audience as a whole was only 55. This is far below the level of audience enjoyment of CBC network programs in general (average index this season so far, 74) but in line with the generally critical reaction to the three Michaels-Pomerantz programs presented in last season's 'Sunday At Nine' series: these rated indices of audience enjoyment of 59, 45 and 58. No information is available on the size of the audience to this week's show.

TAKE THIRTY (weekdays 3:00-3:30 pm) had another rather cool reception this week, the average index of audience enjoyment for the five broadcasts being 71. Individual indices ranged from a low of 68 for Friday's Halloween program and the Monday report on 'Milieu 70', to 73 for Wednesday's discussion of Canada's new abortion legislation and the Thursday look at 'fake' furs. The remaining Tuesday conversations with former city dwellers about their new way of life in the country rated an index of 71. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five-day period, 9 per cent. While the size of the 'Take Thirty' audience has remained virtually unchanged over the past year, those who are watching are definitely not enjoying the programs as much, the average index of enjoyment having dropped from 75 last season to 68 so far this season. Since a fall-off in enjoyment level as large and as persistent as this is normally the first sign of an impending loss of audience, the situation needs careful watching.

TELESCOPE (Tuesday 8:30-9:00 pm) this week profiled the busy life of Vancouver journalist Pat Carney. The index of audience enjoyment was 70, considerably above the low average index of 63 for the series so far this season, but some 7 points below the peak enjoyment level reached by last week's 'Eddie Albert' program. This week's audience was 12 per cent - about average for 'Telescope' these past three weeks. The complete audience record to date:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sept. 15	Movie actor Donald Sutherland	12	60
Sept. 22	Monsignor Athol Murray, founder of a boy's school in Saskatchewan	10	69
Sept. 29	Toronto composer Ben McPeck	9	59
Oct. 6	Edmonton bookseller and publisher, Mel Hurtig	9	67
Oct. 13	Monty Hall, Winnipeg and now host of U.S. TV show 'Let's Make A Deal'	12	66

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Oct. 20	Anna Palo-Heimo, founder of school of 'sensitivity training'	10	35
Oct. 27	U.S. film and TV star, Eddie Albert	15	77
Nov. 3	Vancouver journalist Pat Carney	12	70

- As the eighth program in its 13-part 'Canadian Short Stories' series, THEATRE CANADA (Thursday 9:00-9:30 pm on the metronet) this week presented an adaptation of 'The Mariposa Bank Mystery' from Stephen Leacock's 'Sunshine Sketches of a Little Town'. Starring were David Brown, Tedde Moore, and Mavor Moore. The index of audience enjoyment was 52. While this marks a much warmer reception than was given the previous week's 'Something For Olivia's Scrapbook' (index 40), it still falls considerably below the norm for the 'Theatre Canada' series as a whole (average index 60). The size of the audience was relatively unchanged from previous weeks - 7 per cent nationally, 9 per cent in the metronet area where the program is available. The audience enjoyment record for the series to date:

		<u>Index of Enjoyment</u>
Sept. 17	'Very Special Shoes' (Morley Callaghan)	69
Sept. 24	'In Exile' (David Helwig)	65
Oct. 1	'Postcard' (Alice Munro)	58
Oct. 8	'In The Promised Land' (Pamela Andres)	82
Oct. 15	'Rigmarole' (Morley Callaghan)	50
Oct. 22	'Father And Son' (Morley Callaghan)	64
Oct. 29	'Something For Olivia's Scrapbook' (David Helwig)	40
Nov. 5	'The Mariposa Bank Mystery' (Stephen Leacock)	52

- At 10:00-11:00 pm Wednesday, THIS LAND examined the extent of American ownership of industrial, residential and recreational properties in Canada. The audience was 13 per cent - up 2-3 percentage points from the past two weeks and about equal in size to audiences for the September 30 and October 7 'This Land' programs on the preservation of wildlife and the Canadian North. As with these two programs, which rated indices of enjoyment of 86 and 82 respectively, the great majority of those who watched this week's program very much enjoyed it resulting in a high index of 85.

- . On Friday, 9:00-10:00 pm, the TOMMY HUNTER series had its warmest reception of the season. The program, which for the first time omitted its usual 'Rusty Rails' comedy sketch, featured guests Pat Hervey and the Steiner Brothers. The index of enjoyment was 73. This is some 6-13 points higher than indices recorded for previous 'Tommy Hunter' programs this season and equals the average enjoyment index for last year's half-hour 'Tommy Hunter' series. At 20 per cent this week the audience is still, however, a little smaller than the 22 per cent audience which the series was averaging at this time last year.
- . Saturday marked the second appearance of the CBC-produced comedy series ZUT. Broadcast on metronet stations only, the program was pre-empted this week in Manitoba but was shown, as usual, at 7:00-7:30 pm in Ontario and Quebec and at various other times in other areas. With viewing at the 4 per cent level nationally, 6 per cent in the metronet area where the program is available, Saturday's edition rated an audience enjoyment index of 61 - an overall performance virtually the same as that of the opening program of the series two weeks before.
- . At 10:00-11:00 pm eastern time on Tuesday, the network carried a special live report on the day's mid-term election results in the U.S. CBC hosts Don McNeill and Gordon Donaldson were later joined by former Kennedy press secretary Frank Mankiewicz. Actual returns were fed from the CBS network where Walter Cronkite served as anchorman. The audience in Canada to this U.S. ELECTION SPECIAL was 9 per cent, an index of audience enjoyment of 53 indicating a fairly low level of viewer interest.
- . At 9:00-10:00 pm on Wednesday, the network presented THE MAGNIFICENT GIFT, a CBC-produced special saluting the 300th anniversary of the fur trade industry in Canada. The broadcast - largely a panorama of Canadian history related to fur trading - was filmed for the most part on the actual sites of the historical events depicted. Narrators were Chief Dan George who spoke for the Indians, Sir Tyrone Guthrie who did the British narration, and George Finstad who commented for the Canadians. The audience, at 15 per cent, was about twice as big as the normal audience to 'Man At The Center' in this slot on Wednesday evenings. 'The Magnificent Gift' was also very well received by those who watched it. With some three-quarters of its viewers rating it at the extreme end of the enjoyment scale as a program that they had enjoyed 'very much', the program rated a specially high audience enjoyment index of 88 - as already noted above, one of the three most enjoyed network programs this week. Rated by viewers on other dimensions, 'The Magnificent Gift' emerged also as a highly engrossing and informative hour of television viewing.
- . The audience to RAINBOW COUNTRY (Sunday 7:00-7:30 pm) was down 2 percentage points this week from the peak 28 per cent that it had reached the week before. This still leaves it, however, well up among the 'top 10' network shows, ranking alongside 'Front Page Challenge' this week as the two Canadian-produced programs with the biggest adult-teenage audience. This

week's enjoyment index of 74 for 'Rainbow Country' was average for the series as a whole. In the common CBC-CTV coverage area where it runs directly against 'Untamed World' on CTV stations, the CBC series continues to have the audience advantage, outrating the CTV program this week by about 5 to 3.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/70/50

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 6 - 12, 1970

THIS WEEK

Special network programming this week included coverage of the annual 'Remembrance Day Service' from Ottawa; a repeat showing of the World War I documentary, 'And We Were Young'; a 'Jack Benny 20th Anniversary Special'; a circus variety entitled 'The Klowns'; and several programs bearing on the death of France's President Charles de Gaulle. No audience information is available on these last-mentioned programs. In addition, CBC metronet stations this week carried a 'Frosty The Snowman' animated cartoon.

Major pre-emptions this week included 'Countrytime', shown this week in Montreal only; and 'The Interns', 'Storefront Lawyers' and Saturday's 'Galloping Gourmet' which were pre-empted throughout the country.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 6 - 12, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:56	39	80
THE JACK BENNY 20TH TV ANNIVERSARY SPECIAL	Tue. 9:00-10:00	32	85
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	31	82
ED SULLIVAN	Sun. 8:00- 9:00	29	69
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	65
'THE KLOWNS'	Thu. 8:00- 9:00	27	77
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	25	74
RED SKELTON	Tue. 8:00- 8:30	25	77
THE BOLD ONES	Mon. 9:00-10:00	24	81
BILL COSBY	Sun. 7:30- 8:00	24	73
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	81
'AND WE WERE YOUNG' (Remembrance Day Repeat)	Wed. 9:00-10:30	20	84
TOMMY HUNTER	Fri. 9:00-10:00	20	80
FOOTBALL-CFL (Montreal at Toronto)	Sat. 2:00- 4:45	18	84
CBC NATIONAL NEWS	S-S. 11:00-11:21	17	82
‡ 'LEHAR 1870 - 1948'	Sun. 9:00-10:00	16	80
SOMERSET MAUGHAM THEATRE ('The Letter')	Wed. 8:00- 9:00	16	63
CBC WEEKEND	Sun. 10:00-11:00	13	75
TELESCOPE (Profile of George McClellan)	Tue. 8:30- 9:00	12	78
THE NATURE OF THINGS	Mon. 10:00-10:30	12	86
EDGE OF NIGHT	M-F. 3:30- 4:00	10	80
FOOTBALL-NFL (Dallas at New York)	Sun. 1:00- 3:50	10	79
THIS LAND	Wed. 10:30-11:00	9	80
REMEMBRANCE DAY SERVICE	Wed. 10:30-11:15am	8	86
# THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	74
MAN AT THE CENTRE (Ontario Science Centre)	Mon. 10:30-11:00	6	69
TAKE THIRTY	M-F. 3:00- 3:30	5	76
MUSIC TO SEE	Sun. 5:00- 5:30	4	56
+* COUNTRY CALENDAR	Sun. 4:30- 5:00	4	78
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	70
NATION'S BUSINESS (Social Credit)	Sun. 11:15-11:21	3	63
SPORTS WEEK	Sun. 3:51- 3:56	1	\$

‡ Not carried in the Maritimes this date.

Data not available for Tuesday.

+ Pre-empted in British Columbia.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- In the Tuesday 9:00-10:00 pm time slot the network this week presented an NBC-originated JACK BENNY 20TH ANNIVERSARY SPECIAL. Guests on the program, marking Benny's 20th year in television, included his wife Mary Livingstone, Bob Hope, Frank Sinatra, Dinah Shore and numerous other performers associated with the veteran comedian through the years. Audience reaction was highly enthusiastic, the index of enjoyment being a very high 85. The audience was 32 per cent - in size, second only this week to the 39 per cent audience to Saturday's 'Hockey' broadcast and somewhat bigger than the 26 per cent audience normally attracted to the pre-empted 'Storefront Lawyers'. The net result, in the common CBC-CTV coverage area, was that the CBC network's usual slight audience lead at this hour over the CTV network's 'Johnny Cash' was increased this week to about 2 to 1.
- At 9:00-10:00 pm Sunday evening, the network (less stations in the Atlantic Provinces) marked the 100th anniversary of the birth of Viennese composer Franz Lehar with a program featuring songs and melodies from his operettas. Those who watched this LEHAR program - particularly those in the over 50 age group - were lavish in their praise of virtually every aspect of the program - the music, the singing, the dancing, and the scenery. As a result, the broadcast

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 6 - 12, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	11	81
MIKE NEUN	Mon. 7:30- 8:00	6	57
* SATURDAY'S HEROES	Sat. 4:46- 5:00	3	68
VIEWPOINT	M-F. 11:22-11:29	3	\$
UPDATE	Sat. 6:00- 6:30	2	72
ENCOUNTER	Thu. 10:30-11:00	2	\$
* ANALOG	Sun. 4:00- 4:15	1	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY ('Snow Bear' - Pt. 2)	Sun. 6:00- 7:00	23	91
* 'FROSTY THE SNOWMAN'	Sat. 6:30- 7:00	11	75
THE ODD COUPLE	Thu. 7:30- 8:00	10	68
SINGALONG JUBILEE	Wed. 7:30- 8:00	10	76
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	10	76
THE MOST DEADLY GAME	Fri. 10:00-11:00	8	75
JULIA	Fri. 7:30- 8:00	8	75
THEATRE CANADA ('God's Sparrows')	Thu. 9:00- 9:30	7	54
ZUT	Sat. 7:00- 7:30	5	56
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	5	61
MUSIC ALBUM	Thu. 9:30-10:00	5	74
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	73
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
MISS CANADA PAGEANT	Mon. 9:30-11:09	31	65
HOCKEY-NHL	Wed. 8:00-10:28	27	80
* CAROL BURNETT	Mon. 8:30- 9:30	20	78
MOD SQUAD	Tue. 7:30- 8:30	19	81
FRIDAY NIGHT MOVIE ('The Shakiest Gun In The West')	Fri. 8:00-10:00	17	72
+ MANNIX	Thu. 10:00-11:00	16	79
DEAN MARTIN	Thu. 8:30- 9:30	16	74
ANDY WILLIAMS	Fri. 7:00- 8:00	16	73
FOOTBALL-CFL (Calgary at Edmonton)	Sun. 4:00- 6:30	15	79
MARCUS WELBY, M.D.	Sun. 10:00-11:00	15	81
+ FAMILY AFFAIR	Thu. 7:00- 7:30	15	80
+ ROOM 222	Tue. 8:30- 9:00	15	78
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	78
GLEN CAMPBELL	Sat. 7:00- 8:00	13	78
MATT LINCOLN	Sun. 7:30- 8:30	12	77
JOHNNY CASH	Tue. 9:00-10:00	12	79
HERE'S LUCY	Sun. 8:30- 9:00	12	75
ACADEMY PERFORMANCE ('The Intruders')	Sat. 8:00-10:00	11	69
+ TOM JONES	Thu. 7:30- 8:30	10	69
+* UFO	Mon. 7:00- 8:00	10	62
UNTAMED WORLD	Sun. 7:00- 7:30	9	78
* CTV NATIONAL NEWS	S-S. 11:00-11:20	8	78
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	68
BARBARA McNAIR	Tue. 10:00-11:00	6	60
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	76
W5	Sun. 9:00-10:00	6	66
* NASHVILLE NORTH	Mon. 8:00- 8:30	6	63
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	69
SPORTS BEAT '70	Wed. 7:30- 8:00	3	70
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	69
ANOTHER WORLD	M-F. 3:00- 3:30	2	\$

* Broadcast time 4:00-5:00 PM on CBLT (Toronto) and CKVR (Barrie).

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not telecast (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

rated a high index of audience enjoyment of 80. At 16 per cent, the audience was about equal in size to the average audience attracted to musicals in last season's 'Sunday At Nine' series.

- TAKE THIRTY (weekdays, 3:00-3:30 pm) for the first time in many weeks had a generally warm reception from those who watched it. The average index for the five broadcasts was 76 - about the same level of enjoyment that was maintained by the 'Take Thirty' series last season and much above the average index of 68 for preceding programs in the current series. This week's programs included a look at an 'experiment in learning' in which a group of students and their teachers attended a summer camp, a follow-up discussion of the learning experiment, and an interview with entertainer Liberace; each of these programs had an index in the 77-79 range. The remaining two programs, which rated slightly lower indices of 73-74, consisted of part two of a series on abortion, and a program which reviewed the movie 'Five Easy Pieces' and which also included an item on an antique collector who had been fatally shot by thieves. The average day audience to 'Take Thirty' this week was 5 per cent, the cumulative audience over the five-day period, 9 per cent.

- Hosted by Iister Sinclair, MAN AT THE CENTER (Monday 9:00-10:00 pm) this week visited the Ontario Science Centre in Toronto. The broadcast which, east of Manitoba, ran directly against the 'Miss Canada Pageant' on CTV stations, drew a national audience of 6 per cent - 2 percentage points smaller than audiences to the last two hour-long 'Man At The Center' programs. This week's broadcast rated an index of audience enjoyment of 69 - slightly lower than that of the September 23 'Man At The Center' broadcast on pollution, and much below the index of 82 attained by the October 28 profile of 19th Century artist Paul Kane. The most widespread single criticism of the program was that, in its coverage of the Science Centre, it had tended to 'move around too much' and to include too much 'talk', thereby detracting from the sheer visual interest of some of the exhibits.

Following this, at 10:00-10:30 pm Monday evening, THE NATURE OF THINGS presented the second program in its 4-part series, 'The Last Stand'. This week's program, 'The Everglades', looked at the plant and animal life of the Florida everglades and at some of the research aimed at maintaining the ecological balance of the area. As with last week's program dealing with the ecology of an area of the Rocky Mountains (index 89), Monday's broadcast was very much enjoyed by the great majority of those who watched it (index 86). The size of the audience, at 12 per cent, was virtually unchanged from the week before.

On Tuesday, 8:30-9:00 pm, the subject of this week's TELESCOPE program, 'The Ombudsman Always Gets His Man', was former RCMP commissioner, now Canada's first ombudsman, George McClellan. Watched by a fairly typical

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 6 - 12, 1970

DAY	TIME (Eastern, pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 6TH	7:00- 7:30	Local Programming		19		ANDY WILLIAMS
	7:30- 8:00	Metronet only				
	8:00- 8:30	ROWAN AND MARTIN	24	22	FRIDAY NIGHT MOVIE ('The Shakiest Gun In The West')	
	8:30- 9:00					
	9:00- 9:30	DONNY ROBERTS	14			
	9:30-10:00					
	10:00-10:30	Metronet only		#		F.P.I.
	10:30-11:00					
SUN 8TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	19	11	UNTAMED WORLD	
	7:30- 8:00	BILL COSBY	19	15	MATT LINCOLN	
	8:00- 8:30	ED SULLIVAN	25			
	8:30- 9:00			14	HERE'S LUCY	
	9:00- 9:30	* 'LEHAR 1870 - 1948'	14	8	W5	
	9:30-10:00					
	10:00-10:30	CBC WEEKEND	11	19	MARCUS WELBY, M.D.	
	10:30-11:00					
TUE 10TH	7:00- 7:30	Local Programming		17	+ THE COURTSHIP OF EDDIE'S FATHER	
	7:30- 8:00			23	MOD SQUAD	
	8:00- 8:30	RED SKELTON	19			
	8:30- 9:00	TELESCOPE	9	18	+ ROOM 222	
	9:00- 9:30	THE JACK BENNY 20TH TV ANNIVERSARY SPECIAL	30	14	JOHNNY CASH	
	9:30-10:00					
	10:00-10:30	* CHARLES DE GAULLE (1872-1970)	#	8	BARBARA McNAIR	
	10:30-11:00					
THU 12TH	7:00- 7:30	Local Programming		18	+ FAMILY AFFAIR	
	7:30- 8:00	Metronet only		12	+ TOM JONES	
	8:00- 8:30	THE MONDOS	24			
	8:30- 9:00			19	DEAN MARTIN	
	9:00- 9:30	Metronet only		9	HERE COME THE SEVENTIES	
	9:30-10:00					
	10:00-10:30			2	+ MANNIX	
10:30-11:00						
SAT	11:00-11:30		1	1	* CTV NEWS	

* Not carried in the Maritimes this date.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Monday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Monday and Wednesday data in this table.

'Telescope' audience of 12 per cent, the broadcast rated an enjoyment index of 78 - on a par with the October 27 'Eddie Albert' program and representing the highest level of enjoyment for the series this season. The 'Telescope' record to date:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sep. 15	Movie actor Donald Sutherland	12	60
Sep. 22	Monsignor Athol Murray, founder of a boy's school in Saskatchewan	10	69
Sep. 29	Toronto composer Ben McPeck	9	59
Oct. 6	Edmonton bookseller and publisher, Mel Hurtig	9	67
Oct. 13	Monty Hall, Winnipegger and host of U.S. TV show 'Let's Make A Deal'	12	66
Oct. 20	Anna Palo-Heimo, founder of school of 'sensitivity training'	10	35
Oct. 27	U.S. film and TV star, Eddie Albert	15	77
Nov. 3	Vancouver journalist Pat Carney	12	70
Nov. 10	Ombudsman, George McClellan	12	78

. At 10:30-11:00 Wednesday evening, an abbreviated (half-hour) THIS LAND gave viewers a glimpse of life in a Newfoundland outport and discussed the advisability of moving the people of this area to "growth areas" on the mainland. The 9 per cent audience was slightly smaller than audiences to most hour-long 'This Land' programs - the index of enjoyment a typically high 80.

. TOMMY HUNTER (Friday, 9:00-10:00 pm) had a specially enthusiastic audience reception this week, the index of enjoyment of 80 surpassing all indices recorded for the 'Hunter' series both this season and last. Indications are that the high point of the broadcast was the appearance of 'The Sanderlings', a group of teenage singers from Newfoundland whose performance was frequently described by viewers as 'terrific', 'great', 'wonderful', 'delightful', etc. As a result, their own contribution to the program rated a specially high enjoyment index of 87. The size of the audience was 20 per cent - unchanged from the week before.

- . HYMN SING, broadcast on the metronet and on some CBC affiliated stations at 5:30-6:00 pm Sunday, this week as last drew a national audience of 11 per cent. This is an increase of 2-3 percentage points over audiences to the preceding four 'Hymn Sing' programs and about equals in size the audience to the series at this time last year. As always, Sunday's program was very much enjoyed by those who watched it, the index of 81 being about average for the current series and just a little short of last season's high 'Hymn Sing' average of 84.
- . SINGALONG JUBILEE (Wednesday 7:30-8:00 pm on the metronet) whose audience has remained at the 8 per cent level these past seven weeks, this week touched 10 per cent nationally and 14 per cent within the metronet area. Featuring Anne Murray as guest singer, this week's program was also slightly more enjoyed than most previous 'Singalong' programs have been, the 76 index of enjoyment being some 3 points above average for the current series and exactly the same as the index obtained two weeks earlier by a 'Singalong' show featuring the same guest.
- . Following this, at 8:00-9:00 pm, the SOMERSET MAUGHAM THEATRE series also drew an audience that was slightly bigger than usual - 16 as against a previous average 14 per cent. This week's play, a murder mystery entitled 'The Letter', starred Eileen Atkins and Andre Morrell. Overall audience reaction, though still far from enthusiastic, was somewhat more favourable than to any of the three preceding 'Somerset Maugham' dramas, the index of enjoyment being 63 as against an average 55 for the earlier programs. The audience record to date:

		<u>Per Cent</u> <u>Viewing</u>	<u>Index of</u> <u>Enjoyment</u>
Oct. 21	'A Casual Affair'	14	58
Oct. 28	'The Back Of Beyond'	15	53
Nov. 4	'The Creative Impulse'	13	53
Nov. 11	'The Letter'	16	63

- . MUSIC ALBUM (Thursday 9:30-10:00 pm on the metronet) this week drew a typical national audience of 5 per cent, 7 per cent in the metronet area. As with all but the two initial 'Music Album' broadcasts, this week's show, which featured Wally Koster, Doug Crosley, Julie Amato and Barbara Franklin, was very well received by CBC-produced music program standards. As a whole it rated an audience enjoyment index of 74 - about average for the series these past six weeks and much above the average index of 56 for all of last season's CBC-produced 'light-music' specials.

At 9:00-9:30 pm Thursday on CBC metronet stations, THEATRE CANADA this week presented 'God's Sparrows', a drama based on Philip Child's novel of the same name, pointing out the ugliness and horror of trench life in World War I. With many viewers expressing their disapproval of war stories in general, the program, though highly praised for its acting, rated only an enjoyment index of 54. The size of the audience - unchanged from previous weeks - was 7 per cent nationally, 10 per cent within the metronet area. The audience enjoyment record for 'Theatre Canada' programs to date:

		Index of <u>Enjoyment</u>
Sep. 17	'Very Special Shoes' (Morley Callaghan)	69
Sep. 24	'In Exile' (David Helwig)	65
Oct. 1	'Postcard' (Alice Munro)	58
Oct. 8	'In The Promised Land' (Pamela Andres)	82
Oct. 15	'Rigmarole' (Morley Callaghan)	50
Oct. 22	'Father And Son' (Morley Callaghan)	64
Oct. 29	'Something For Olivia's Scrapbook' (David Helwig)	40
Nov. 5	'The Mariposa Bank Mystery' (Stephen Leacock)	52
Nov. 12	'God's Sparrows' (Philip Child)	54

Broadcast in its usual Sunday 6:00-7:00 pm slot on CBC metronet stations, THE WONDERFUL WORLD OF DISNEY this week and last presented a two-part program entitled 'Snow Bear'. The story, telling of a young Eskimo boy's friendship with a polar bear that he rescues from a hunter's trap, proved especially attractive - even for the usually very attractive 'Disney' series. The national audience to each of the two programs was 22-23 per cent, the metronet area audience about 34 per cent - much bigger even than audiences normally attracted to 'Disney' which habitually draws a substantially bigger audience than any other metronet series. Nor did this two-part series disappoint the large audience who watched it: the enjoyment index of 88 for Part I surpassed by 7 points the already high average index for the current 'Disney' series; the Part II program, with an even slightly higher index of 91, proved to be more enjoyed than any other program this week. Indeed, this 91 is one of the highest indices of audience enjoyment on record for a program on either network in recent years.

- . Now in its third week on CBC metronet stations, the satirical ZUT series (Saturday, at various times across the country) continues to be rather poorly received by most of those who watch it. The index of enjoyment on this occasion was 56 - down 5 percentage points from the week before and about equal to that of the series' opener. The national audience was the usual 5 per cent, the metronet area audience 7 per cent.
- . At 9:00-10:30 pm Wednesday, the full network presented a repeat showing of AND WE WERE YOUNG, the already highly acclaimed film tribute to the Canadian Expeditionary Force in Europe, originally shown on Remembrance Day 1968 to mark the 50th anniversary of the armistice that ended World War I. This week's broadcast drew a 20 per cent audience - somewhat bigger than that attracted to 'The Magnificent Gift' in the Wednesday 9:00-10:00 pm slot last week, but some 6 percentage points smaller than the audience to the original 'And We Were Young' broadcast which ran an hour earlier on a Monday evening. With a high index of audience enjoyment of 84, audience reaction to this week's presentation was no less enthusiastic than to the original broadcast.
- . At 10:30-11:15 am Wednesday, in all areas of the country except in the Atlantic region where it ran later, the network provided live coverage of the special REMEMBRANCE DAY SERVICE from Ottawa. This year's broadcast drew an 8 per cent audience across the country - a significant loss of audience from the 'Remembrance Day Services' of the past two years, each of which had a national audience of 13 per cent. As always, however, the broadcast was very much enjoyed by those who watched it, the index of enjoyment on this occasion being a typically high 86.
- . Sunday's edition of CBC WEEKEND (10:00-11:00 pm) was, on the whole, slightly less favourably received than most previous programs in the current series, the index of enjoyment being 75. The size of the audience too, at 13 per cent, was down slightly from the week before but was about average for the series so far this season. A special probe of audience reactions to the separate segments of this week's program indicated that by far the item of greatest interest to viewers was that dealing with the suicidal death of convict David Moore. Other segments included a comment by NDP Deputy Leader David Lewis on his party's support of the proposed bill to replace the War Measures Act, an interview with actress and political radical Jane Fonda, an item on 'blue-collar' workers, and a war commentary by Dennis Miller. (More detailed information on audience reactions to the various segments of this program has been separately reported.)
- . With an average day audience of 17 per cent for its seven broadcasts this week, the CBC 11 PM NATIONAL NEWS continues this season to draw a somewhat bigger audience than it had at about the same time last season. First available audience data on the re-instated Sunday 11 pm newscast indicates that it too had a 17 per cent audience this week - about equal in size to

the audience it had in September this year before 'CBC Weekend' began. With audiences to the CTV 11 PM National News also continuing to run slightly bigger than in the early weeks of last season, the disparity between the size of the audiences to the CBC and CTV national newscasts, in the common CBC-CTV area, remains at about 3 to 2 in CBC's favour.

- . At 8:00 to 9:00 pm on Thursday, pre-empting 'The Interns', the network this week presented THE KLOWNS, a much enjoyed (index 77) circus-type musical comedy special, hosted by Sammy Davis and featuring Jerry Lewis, Juliet Prowse and a group of young performers called 'The Klowns'. At 27 per cent the adult-teenage audience was only slightly smaller than the usual audience to 'The Interns' and, in the common CBC-CTV coverage area, both the opposing CTV programs, 'Tom Jones' and 'Dean Martin', were substantially outrated - in audience ratios of (respectively) about 2 to 1 and 4 to 3 in the CBC program's favour.

A CBC RESEARCH REPORT

TV/70/51

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 13 - 19, 1970

THIS WEEK

Special network programming this week included live coverage of the Toronto 'Santa Claus Parade', the first two western final 'CFL Football' games between Saskatchewan and Calgary, a program entitled 'Flight 751' on Canada's Northland, and the Dr. Seuss cartoon 'Horton Hears A Who'.

Regular CBC programs pre-empted throughout the country included 'Adventures In Rainbow Country', 'Nation's Business', 'This Land' and Wednesday's 'Viewpoint'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 13 - 19, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:28	41	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	32	76
THE INTERNS	Thu. 8:00- 9:00	32	86
‡ FOOTBALL-CFL (Saskatchewan at Calgary)	Wed. 10:00-12:38am	28	87
ED SULLIVAN	Sun. 8:00- 9:00	28	64
ROWAN AND MARTIN	Fri. 8:00- 9:00	28	65
THE WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 9:00-10:00	26	66
RED SKELTON	Tue. 8:00- 8:30	25	78
STOREFRONT LAWYERS	Tue. 9:00-10:00	25	82
BILL COSBY	Sun. 7:30- 8:00	24	74
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	79
THE BOLD ONES	Mon. 9:00-10:00	22	77
FOOTBALL-CFL (Calgary at Saskatchewan)	Sat. 3:00- 5:39	22	85
TOMMY HUNTER	Fri. 9:00-10:00	21	72
'HORTON HEARS A WHO'	Sun. 7:00- 7:30	21	67
* CBC NATIONAL NEWS	S-S. 11:00-11:21	18	81
COUNTRYTIME	Sat. 10:30-11:00	17	74
SANTA CLAUS PARADE	Sat. 9:00-10:05am	14	83
CBC WEEKEND	Sun. 10:00-11:00	14	79
+ SOMERSET MAUGHAM THEATRE ('A Man With A Conscience')	Wed. 8:00- 8:50	12	62
THE NATURE OF THINGS	Mon. 10:00-10:30	11	86
TELESCOPE (Profile of singer Robert Charlebois)	Tue. 8:30- 9:00	10	46
EDGE OF NIGHT	M-F. 3:30- 4:00	10	81
THE GALLOPING GOURMET	M-F. 4:00- 4:30	9	70
TUESDAY NIGHT ('John Kenneth Galbraith vs William F. Buckley: A Debate')	Tue. 10:00-11:00	8	59
+ FLIGHT 751 (on Northwest Territories)	Wed. 9:00-10:00	8	85
FOOTBALL-NFL (Detroit at Minnesota)	Sun. 2:00- 4:38	7	80
MAN AT THE CENTRE ('The Bauhaus Revolution' - Repeat)	Mon. 10:30-11:00	5	64
TAKE THIRTY	M-F. 3:00- 3:30	4	75
* MUSIC TO SEE	Sun. 5:00- 5:30	4	54
+* COUNTRY CALENDAR	Sun. 1:30- 2:00	4	79
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	60
SPORTS WEEK	Sun. 4:39- 4:56	2	\$

‡ Joined in progress at 10:15 P.M. in the East.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Partial pre-emption in the West.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- CBC WEEKEND (Sunday 10:00-11:00 pm) had another very favourable audience reception this week. As a whole the program rated an index of audience enjoyment of 79 - up 4 points from the week before and about equal to the previous high for the series. The longest and by far the most highly praised item in the program was that dealing with the plight of British Columbia's Tallgrass Indians following the construction of Bennett Dam. Other major items included an interview with Senator Edward Lawson, Canadian director of the International Brotherhood of Teamsters, on the occasion of his recent Senate appointment; a review of the FLQ situation; and a discussion of the mini-midi-maxi controversy. The size of the audience, at 14 per cent, was virtually unchanged from the past two weeks and also about average for the 'Weekend' series so far this season.
- The audience to HOCKEY NIGHT IN CANADA (Saturday 8:00-10:28 pm eastern time) which has gradually been increasing in size in recent weeks, this week reached the peak 41 per cent mark - much the highest audience level for any network broadcast this week and significantly above the 36-37 per cent level of the 'Hockey Night' series at about this time last year. The CTV network's Wednesday 'Hockey' has also increased its audience in recent weeks - at 30 per cent, the audience to this week's Buffalo-Toronto game was up some 8 percentage points from the series' opener. Nor are these 'Hockey' telecasts being any less well received now than in the past, the index of audience enjoyment for Saturday's Boston-Toronto game on the CBC network being a specially high 84, the index for the Wednesday CTV telecast, 80.

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 13 - 19, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* HYMN SING	Sun. 5:30- 6:00	11	81
MIKE NEUN	Mon. 7:30- 8:00	7	50
SATURDAY'S HEROES	Sat. 5:41- 6:00	4	75
& VIEWPOINT	M-F. 11:22-11:29	3	69
ENCOUNTER	Thu. 10:30-11:00	3	\$
UPDATE	Sat. 6:00- 6:30	3	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	21	84
THE ODD COUPLE	Thu. 7:30- 8:00	10	76
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	10	77
JULIA	Fri. 7:30- 8:00	8	75
THE MOST DEADLY GAME	Fri. 10:00-11:00	8	77
* SINGALONG JUBILEE	Wed. 7:30- 8:00	7	71
THEATRE CANADA ('A Token Gesture')	Thu. 9:00- 9:30	6	61
♂ THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	70
ZUT	Sat. 7:00- 7:30	5	61
MUSIC ALBUM	Thu. 9:30-10:00	5	65
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	5	57
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	69
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:30	30	80
CAROL BURNETT	Mon. 8:30- 9:30	21	79
FOOTBALL-CFL (Hamilton at Montreal)	Sun. 2:00- 4:40	20	84
MOD SQUAD	Tue. 7:30- 8:30	19	79
DEAN MARTIN	Thu. 8:30- 9:30	17	73
IRONSIDE	Mon. 10:00-11:00	16	83
JOHNNY CASH	Tue. 9:00-10:00	16	77
+ ROOM 222	Tue. 8:30- 9:00	16	77
FRIDAY NIGHT MOVIE ('See How They Run')	Fri. 8:00-10:00	16	74
MARCUS WELBY, M.D.	Sun. 10:00-11:00	16	85
+ MANNIX	Thu. 10:00-11:00	15	79
+ FAMILY AFFAIR	Thu. 7:00- 7:30	15	80
* THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	77
ACADEMY PERFORMANCE ('Countess From Hong Kong')	Sat. 8:00-10:00	14	70
MATT LINCOLN	Sun. 7:30- 8:30	14	82
GLEN CAMPBELL	Sat. 7:00- 8:00	13	79
F.B.I.	Fri. 10:00-11:00	13	79
HERE'S LUCY	Sun. 8:30- 9:00	11	75
PIG 'N' WHISTLE	Mon. 9:30-10:00	10	73
* UFO	Mon. 7:00- 8:00	9	66
* TOM JONES	Thu. 7:30- 8:30	9	67
NATIONAL GEOGRAPHIC SPECIAL ('Washington Irving's Spain') (Repeat)	Fri. 7:00- 8:00	9	80
CTV NATIONAL NEWS	S-S. 11:00-11:20	8	80
UNTAMED WORLD	Sun. 7:00- 7:30	8	83
BARBARA McNAIR	Tue. 10:00-11:00	8	63
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	83
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	77
W5	Sun. 9:00-10:00	6	\$
NASHVILLE NORTH	Mon. 8:00- 8:30	5	69
SANTA CLAUS PARADE	Sat. 9:00-10:26 am	4	83
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	3	65
TROUBLE WITH TRACY	M-F. 3:30- 4:00	3	72
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	73
ANOTHER WORLD	M-F. 3:00- 3:30	2	\$
* SPORTS BEAT '70	Wed. 7:30- 8:00	2	\$

* Re-scheduled in some areas.

& Pre-empted on Wednesday.

* Pre-empted on CBUT (Vancouver).

♂ Joined in progress in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- . On Saturday, at 10:30-11:00 pm eastern time, COUNTRYTIME drew a slightly bigger than usual national audience of 17 per cent - about 40 per cent the size of the specially big audience to the preceding 'Hockey' broadcast. Though still much enjoyed by most of those who watched it, this week's show featuring guests Stu Phillips and Bill Gosse was not quite as well received as most 'Countrytime' broadcasts have been, the index of enjoyment being 74 as against a previous average of 77 for the series.
- . At 10:30-11:00 pm on Monday, MAN AT THE CENTER repeated last year's 'The Bauhaus Revolution' which examined the influence on modern buildings, art and furniture of the Bauhaus school of architectural design. As with the original presentation, many viewers rated this week's broadcast as highly interesting, informative and worthwhile while others - with less interest in the subject - described it as dull and boring. The index of enjoyment on this occasion was 64 - up 7 points from the index for the March 31 presentation but the lowest level of enjoyment recorded for a 'Man At The Center' program so far this season. The audience to Monday's program, at 5 per cent, was down a further percentage point from the week before and, in the common CBC-CTV reception area, 'Man At The Center' this week was outdrawn in an audience ratio of about 5 to 1 by the opposing CTV program 'Ironside'.
- . MUSIC ALBUM (Thursday 9:30-10:00 pm on the metronet only) this week featured guests Gary Crawford, Doug Crosley and Patsy Gallant. The size of the audience, at 5 per cent nationally and 7 per cent within the metronet area, was unchanged from previous weeks. As a whole, however, this week's program was much less favourably received than most previous 'Music Album' broadcasts have been, the 65 index of enjoyment being the lowest recorded for the series this past month when 'Music Album' has rated indices of enjoyment all in the 73-78 range.
- . In the third program of its 4-part conservation series, 'The Last Stand', THE NATURE OF THINGS (Monday 10:00-10:30 pm) this week focused on Point Pelee - a tiny peninsula jutting into Lake Erie which has the distinction of being the last stronghold of the southern deciduous forest in Canada, and which supports species of plants and animals not to be found anywhere else in the country. Monday's broadcast was highly acclaimed with an audience enjoyment index of 86 - equal to that of last week's program on the Florida Everglades and only slightly short of the specially high index of 89 attained by the opening 'Rocky Mountain' broadcast. The audience was 11 per cent.
- . On Sunday evening, 9:00-10:00 pm, the network presented the second WAYNE AND SHUSTER COMEDY SPECIAL of the season featuring, on this occasion, singer-pianist Biff Rose as guest performer. At 26 per cent the audience was somewhat smaller than the audience at this hour on Sunday October 4 to the season's first 'Wayne and Shuster' show (29 per cent) and much smaller than last season's average 'Wayne and Shuster' audience of 34 per cent. In fact this was the smallest audience for a 'Wayne and Shuster' special in two seasons.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPTIMUM
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 13 - 19, 1970

DAY	TIME (Eastern,pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 13TH	7:00- 7:30	Local Programming			
	7:30- 8:00	Not Complete Network	11		NATIONAL GEOGRAPHIC SPECIAL
	8:00- 8:30	ROWAN AND MARTIN	23		
	8:30- 9:00				FRIDAY NIGHT MOVIE ('See How They Run')
	9:00- 9:30	TOMMY HUNTER	15		
	9:30-10:00				
	10:00-10:30	Metronet only			F. B. I.
	10:30-11:00				
SUN 15TH	7:00- 7:30	'HORTON HEARS A WHO'	18	10	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	19		
	8:00- 8:30	ED SULLIVAN	22	17	MATT LINCOLN
	8:30- 9:00			14	HERE'S LUCY
	9:00- 9:30	THE WAYNE AND SHUSTER COMEDY SPECIAL	22	7	WS
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	11	19	MARCUS WELBY, M.D.
	10:30-11:00				
MON 16TH	7:00- 7:30	Local Programming			
	7:30- 8:00	Not Complete Network		12	+ UFO
	8:00- 8:30	THE PARTRIDGE FAMILY	28	6	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	19		
	9:00- 9:30	THE BOLD ONES	18	26	CAROL BURNETT
	9:30-10:00			12	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS	10		
	10:30-11:00	MAN AT THE CENTRE	10	23	IRONSIDE
TUE 17TH	7:00- 7:30	Local Programming		12	+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			23	MOD SQUAD
	8:00- 8:30	RED SKELTON	19		
	8:30- 9:00	TELESCOPE	7	20	+ ROOM 222
	9:00- 9:30	STOREFRONT LAWYERS	20	20	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT ('John Kenneth Galbraith vs William F. Buckley: A Debate')	7	10	BARBARA McNAIR
	10:30-11:00				
THU 19TH	7:00- 7:30	Local Programming		18	+ FAMILY AFFAIR
	7:30- 8:00	Metronet only		11	+ TOM JONES
	8:00- 8:30	THE INTERNS	27		
	8:30- 9:00			21	DEAN MARTIN
	9:00- 9:30				ONE COME THE SEVENTIES
	9:30-10:00	Metronet only			SEVENTH
	10:00-10:30				
	10:30-11:00	Not Complete Network			
	11:00-11:30				
	11:30-12:00				
	12:00-12:30				
	12:30-1:00				
	1:00-1:30		15	10	CTV NEWS

Audience reaction to Sunday's 'Wayne and Shuster' special was distinctly unenthusiastic, the index of enjoyment of 66 being some 6 points lower than that attained by the October 4 special and, indeed, represents the lowest level of audience enjoyment on record for a 'Wayne and Shuster' special. A study of audience reactions to the individual items in this week's program revealed that the most enjoyed were the Wayne & Shuster spoofs on 'Leisure' which rated an enjoyment index of 70. The 'News' take-offs went over less well (index 65) and the 'Captain Capout' sketch was especially poorly received with an index of only 59. Also, as has so often been the case with 'Wayne and Shuster' specials in the past, the guest singer on this occasion was received with much less enthusiasm than any of the comedy portions of the show.

- . TAKE THIRTY (weekdays 3:00-3:30 pm) had another fairly warm reception (i.e. for the second consecutive week), the average index over the five days being 75. Most enjoyed were the Thursday look at the Skagit Valley crisis (index 80) and the Friday program discussing the supermarket price war in Ontario and the availability of New York abortions to Canadian women (77). Somewhat less enjoyed, though still moderately well received with indices of 73-74, was the Monday interview with Hollywood director Busby Berkeley, Tuesday's talk with journalist Tom Wolfe, and the Wednesday broadcast on interior decorating. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five days, 9 per cent.
- . On Tuesday, 8:30-9:00 pm, TELESCOPE presented a profile of Canadian singer-composer Robert Charlebois. Watched by one of the series' smaller audiences of 10 per cent (range for 'Telescope' this season 9-15 per cent), the broadcast was also very poorly received with an audience enjoyment index of only 46. Individual indices for previous 'Telescope' programs this season have ranged from a low of 35 for the October 20 'Anna Palo-Heimo' broadcast to a high of 77-78 for the more recent portraits of 'Eddie Albert' and 'Ombudsman George McClellan' - average index for the series, 64. (For further details, see report TV/70/50.) In the common CBC-CTV reception area, 'Telescope' continues each week to be heavily outrated by the opposing CTV program 'Room 222', the ratio of their audiences on this occasion being about 3:1 in CTV's favour.
- . As the 10th program in its 13-part 'Canadian Short Stories' series, THEATRE CANADA (Thursday 9:00-9:30 pm on the metronet only) this week presented the David French play, 'A Token Gesture' - the story of a young American girl prevented by her mother from following her draft dodger boyfriend to Canada. Starring were Geraldine Overton, Ralph Endersby and Rita Howell. With viewing at the usual 6 per cent national level, 9 per cent in the metronet area, the broadcast rated an index of audience enjoyment of 61 - about mid-way between the high and low for previous 'Theatre Canada' dramas and just slightly above the series' enjoyment norm of 59. Though highly praised by some viewers for its realistic

portrayal of a true-to-life situation, the drama prompted a great deal of adverse comment concerning its ending which was felt to have been much too abrupt.

- . Featured guests on this week's edition of TOMMY HUNTER (Friday, 9:00-10:00 pm) were country singer Donna Ramsay and folksinger Brent Titcombe. The index of audience enjoyment was 72 - significantly below the specially high index of 80 attained by last week's program with 'The Sanderlings', but about equal to that of the previous week's broadcast and much above those indices in the 60-67 range recorded for the first few 'Hunter' shows of the season. The size of this week's audience, at 21 per cent, was about average for the series to date.
- . At 9:00-10:00 pm on Wednesday, CBC stations east of Manitoba and in B.C. carried a special film on Canada's Northwest Territories. FLIGHT 751 surveyed the Northland as it unfolds in the course of the Pacific Western Airlines' Flight 751 from Edmonton to Inuvik. Among the passengers was Vancouver journalist Pat Carney who talked to local residents at each of the scheduled stops en route. With an audience of 8 per cent, the broadcast was very much enjoyed - index 85.
- . In a program entitled 'John Kenneth Galbraith vs William F. Buckley: A Debate', TUESDAY NIGHT (10:00-11:00 pm) this week took viewers to the Student Union at Cambridge University to witness a debate on the motion "That the market is a snare and a delusion". The program, condensed from an actual three-hour debate in which Galbraith argued for the motion and Buckley against it, was produced by NET in association with SECA and the CBC. More enjoyed (as was perhaps to be expected) by viewers living in metropolitan areas than by those in smaller urban and rural communities, the broadcast rated an index of only 59 for the audience as a whole. Results of special questioning revealed that an unusually large proportion of the audience was confused by the program and that more than two-thirds of viewers felt that they had learned little or nothing from it.

The audience, at 8 per cent, was about equal in size to audiences attracted to the series during the month of September but significantly smaller than subsequent 'Tuesday Night' audiences of 12-13 per cent. In the common CBC-CTV coverage area, this diminished audience for 'Tuesday Night' this week resulted in the CBC program losing its usual audience advantage over CTV's directly opposing 'Barbara McNair' show. The complete audience record for 'Tuesday Night' so far this season:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sep. 15	'The Green, The Orange, and The White' - on Ireland	8	63
Sep. 22	'The Life Game' - on job problems	8	56
Sep. 29	'Delos: Discovering The Universal Man' - 1970 Ekistics Symposium	9	57
Oct. 6	'Philby - A Ruthless Journey'	13	79
Oct. 13	Pre-empted	-	-
Oct. 20	'Canada's Water-For Sale?'	12	82
Oct. 27	'Avalanche'	12	83
Nov. 3	Pre-empted	-	-
Nov. 10	Pre-empted	-	-
Nov. 17	'John Kenneth Galbraith vs William F. Buckley'	8	59

The annual SANTA CLAUS PARADE from Toronto, shown on Saturday at 9:00-10:05 am in the east and with the normal time delays in the western regions, drew a national audience of 14 per cent representing some 1.6 million adult and teenage viewers - plus presumably a large number of younger viewers under the age of 12. This 14 per cent audience is some 3 percentage points smaller than that of last year's broadcast but about equal in size to audiences recorded for the 'Santa Parade' in previous years. As usual, the CTV network also provided live coverage and, in the common CBC-CTV coverage area where the parade was available on both networks, the CBC this year drew more than twice as many viewers as did CTV. On both networks the 'Santa Claus Parade' was, as always, much enjoyed with an index of enjoyment of 83 in each case.

In the Sunday 7:00-7:30 pm slot, pre-empting 'Rainbow Country', the full network this week presented the animated Dr. Seuss cartoon, HORTON HEARS A WHO. In addition to an unknown but presumably large number of viewers under the age of 12, the program drew a substantial adult-teenage audience of 21 per cent - somewhat smaller, however, than recent 'Rainbow Country' audiences of 24-28 per cent. As with 'Charlie Brown' animated cartoon specials, 'Horton Hears A Who' was only moderately well received by those adults and teenagers who watched it, the index of enjoyment being 67.

A CBC RESEARCH REPORT

TV/70/55

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 20 - 26, 1970

THIS WEEK

Network specials this week included a presentation of 'Ballet High'; an adaptation of 'Love and Maple Syrup'; 'The Charter Revolution', a documentary on the chartered flight business in Canada; and, on Thursday afternoon, a half-hour drama entitled 'The Return'. Coverage was also provided of two major football events this week - the 'Canadian College Bowl' contest between the universities of Manitoba and Ottawa, and the third western final 'CFL Football' game between Saskatchewan and Calgary. Another special provided a look at this year's 'New Hope Automobile Show' but, due to insufficient advance notice of scheduling, no audience data is available on this program. Nor is audience information available for this week's repeat of a 'Man At The Center' program on 'The Orford String Quartet'. In addition, CBC metronet stations this week presented the David O. Selznick special 'Hollywood: The Selznick Years', and (in association with some CBC affiliated stations) the first two of three late-evening broadcasts on 'The Grey Cup Today'.

Regular CBC programs pre-empted throughout the country this week included 'The Most Deadly Game', 'NFL Football', 'Sports Week', 'Red Skelton', 'Telescope', 'This Land' and the Thursday edition of 'Edge of Night'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 20 - 26, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:34	41	83
FOOTBALL-CFL (Calgary at Saskatchewan)	Sun. 3:00- 5:29	35	89
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	32	77
ED SULLIVAN	Sun. 8:00- 9:00	29	75
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	64
THE INTERNS	Thu. 8:00- 9:00	29	84
BILL COSBY	Sun. 7:30- 8:00	25	75
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	77
STOREFRONT LAWYERS	Tue. 9:00-10:00	23	79
THE BOLD ONES	Mon. 9:00-10:00	23	79
TOMMY HUNTER	Fri. 9:00-10:00	23	76
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	21	76
CORWIN ('Who's The Fat Cat?')	Sun. 9:00-10:00	19	74
COUNTRYTIME	Sat. 10:35-11:00	18	78
CBC NATIONAL NEWS	S-S. 11:00-11:21	17	81
SOMERSET MAUGHAM THEATRE ('The Three Fat Women Of Antibes')	Wed. 8:00- 8:50	17	58
'LOVE AND MAPLE SYRUP'	Tue. 8:00- 9:00	15	27
CBC WEEKEND	Sun. 10:00-11:00	13	70
+ 'BALLET HIGH'	Wed. 9:00-10:00	13	49
THE NATURE OF THINGS	Mon. 10:00-10:30	13	87
TUESDAY NIGHT ('The Hollywood Ten And Others'- Pt.1)	Tue. 10:00-11:00	10	66
✓ EDGE OF NIGHT	M-F. 3:30- 4:00	10	79
THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	71
CANADIAN COLLEGE BOWL	Sat. 1:00- 3:44	6	73
TAKE THIRTY	M-F. 3:00- 3:30	4	72
* MUSIC TO SEE	Sun. 2:00- 2:30	4	64
‡ * COUNTRY CALENDAR	Sun. 1:30- 2:00	3	82
* NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$
BEST OF THE POST: THE RETURN	Thu. 3:30- 4:00	3	72
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	57
+ THE CHARTER REVOLUTION	Wed. 10:00-11:00	#	66

+ Pre-empted on CKWS (Kingston).

✓ Pre-empted on Thursday.

‡ Pre-empted in British Columbia.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

Data not available.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Returning to the network after a one-week absence, ADVENTURES IN RAINBOW COUNTRY (Sunday, 7:00-7:30 pm) this week drew a 21 per cent audience - some 3-7 percentage points smaller than the audience to each of the last four 'Rainbow Country' programs and some 3 percentage points below the overall average for the series. As a result, in the common CBC-CTV area, 'Rainbow Country' had its usual big audience advantage over CTV's 'Untamed World' reduced this week to about 4:3. Audience enjoyment of 'Rainbow Country' remained high, however, with this week's program rating an index of 76.
- At 9:00-10:00 pm on Sunday, the network this week presented the first program of a new seven-part CORWIN medical drama series. Written by the creator of the series, Sandy Stern, the opening play, 'Who's The Fat Cat?', starred regulars John Horton, Alan King, and Ruth Springford with guest stars Gordon Pinsent and the late Ed Begley. At 19 per cent, the audience was slightly smaller than the average 22 per cent audience attracted to the original 5-part 'Corwin' series when it ran in this same 'Sunday At Nine' slot last season. Sunday's program, however, met with somewhat stiffer-than-usual competition in the common CBC-CTV reception area where 'W5', which normally opposes CBC's 'Sunday At Nine',

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 20 - 26, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* HYMN SING	Sun. 5:30- 6:00	12	81
MIKE NEUN	Mon. 7:30- 8:00	6	57
VIEWPOINT	M-F. 11:22-11:29	3	69
UPDATE	Sat. 6:00- 6:30	3	\$
GREY CUP TODAY	Wed. 11:40-12:00	3	\$
GREY CUP TODAY	Thu. 11:40-12:00	3	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
SATURDAY'S HEROES	Sat. 3:45- 4:00	2	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	20	83
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	10	75
THE ODD COUPLE	Thu. 7:30- 8:00	9	75
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	73
JULIA	Fri. 7:30- 8:00	8	74
HOLLYWOOD: THE SELZNICK YEARS	Fri. 10:00-11:00	7	83
THEATRE CANADA ('Some Are So Lucky')	Thu. 9:00- 9:30	7	55
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	70
ZUT	Sat. 7:00- 7:30	6	61
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	5	64
MUSIC ALBUM	Thu. 9:30-10:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	71
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:30-11:25	29	84
FOOTBALL-CFL (Montreal at Hamilton)	Sat. 2:00- 4:29	23	87
CAROL BURNETT	Mon. 8:30- 9:30	22	78
THE UNDERSEA WORLD OF JACQUES COUSTEAU ('The Tragedy of the Red Salmon')	Mon. 10:00-11:00	19	93
FRIDAY NIGHT MOVIE ('Coogan's Bluff')	Fri. 8:00-10:00	16	72
+ ROOM 222	Tue. 8:30- 9:00	16	78
DEAN MARTIN	Thu. 8:30- 9:30	16	76
+ MANNIX	Thu. 10:00-11:00	16	81
MARCUS WELBY, M.D.	Sun. 10:00-11:00	16	82
JOHNNY CASH	Tue. 9:00-10:00	16	79
ANDY WILLIAMS	Fri. 7:00- 8:00	15	73
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	15	78
F.B.I.	Fri. 10:00-11:00	14	78
+ FAMILY AFFAIR	Thu. 7:00- 7:30	14	76
GLEN CAMPBELL	Sat. 7:00- 8:00	13	75
ACADEMY PERFORMANCE ('Hauser's Memory')	Sat. 8:00-10:00	12	63
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	70
HERE'S LUCY	Sun. 8:30- 9:00	12	75
UNTAMED WORLD	Sun. 7:00- 7:30	11	81
THE HUMAN JOURNEY: 'The Early Years'	Sun. 9:00-10:00	10	82
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	10	74
+ UFO	Mon. 7:00- 8:00	9	68
+ TOM JONES	Thu. 7:30- 8:30	9	71
HERE COME THE SEVENTIES	Thu. 9:30-10:00	8	73
* CTV NATIONAL NEWS	S-S. 11:00-11:20	8	79
BARBARA McNAIR	Tue. 10:00-11:00	7	59
NASHVILLE NORTH	Mon. 8:00- 8:30	5	69
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	67
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	69
+ SPORTS BEAT '70	Wed. 8:00- 8:30	3	73
‡ FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	75
‡ ANOTHER WORLD	M-F. 3:00- 3:30	2	79

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations.

‡ On Thursday, pre-empted on CJON (Ottawa) due to a power failure.

‡ Pre-empted on Thursday.

\$ Sample too small for reliable reporting of enjoyment level.

was displaced on CTV stations this week by the first program in a three-part series, 'The Human Journey', on the place of family life in western society. The disparity between the size of the audiences to this latter program and to 'Corwin' was about 6:5 in CBC's favour. In audience enjoyment, Sunday's 'Corwin' program rated an index of 74 - equal to that of 'Apples of Gold', the most enjoyed of the original five 'Corwin' dramas the average index of which was a significantly lower 64.

This first program in CTV's THE HUMAN JOURNEY series was entitled 'The Early Years' and explored human emotional and intellectual development from birth to school-age. The host was football star Russ Jackson. Audience reaction was highly enthusiastic resulting in an enjoyment index of 82. The size of the audience, at the national level, was 10 per cent - some 3 percentage points bigger than the usual audience to the pre-empted 'W5'.

CBC WEEKEND (Sunday, 10:00-11:00 pm) this week included two major items. One of these dealt broadly with the recent Liberal Party Policy Convention and included a 15-minute talk with Prime Minister Trudeau; the other main item, on the subject of abortion, followed a young Vancouver girl to an abortion clinic in California and, among other things, illustrated parts of the actual operation on camera. Both these segments of the program were well received by the audience as a whole, the abortion item in particular being rated at the extreme end of the interest rating scale (i.e. as "very interesting") by close to two-thirds of all who watched this part of the program - an unusually large section of the audience to express so positive a reaction to a 'Weekend' item. This week's program, however, also included another, shorter segment - a somewhat light-hearted report on an American university which awards degrees for cooking. This proved of much less interest to viewers than either of the two major items in the program. The net result was an index of audience enjoyment of only 70 for the program as a whole - one of the lowest levels of audience enjoyment for a 'Weekend' program this season and significantly below the norm of 77 for the series as a whole. At 13 per cent (1.5 million viewers) the size of this week's audience was just slightly below average for 'Weekend' over the past few weeks.

There remains the question of the extent of adverse audience reaction to the on-air demonstration of the abortion operation. Since there was not the opportunity to include in the survey questionnaire the type of question required to elicit opinions of this kind, an assessment can be no more than indirect. It amounts to the fact that some 8 per cent of all persons who watched this week's 'Weekend' "didn't enjoy it at all" and another 4 per cent "didn't enjoy it too much". Since most 'Weekend' programs have, respectively, about 1 and 2 per cent of their viewers falling into these two categories, it may perhaps reasonably be assumed that the remaining 7 per cent (who "didn't enjoy it at all") plus the other 2 per cent (who "didn't enjoy it too much") are the residual negative reactions attributable specifically to the abortion segment,

TABLE 3

PERFORMANCE OF CBC PULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 20 - 26, 1979

DAY	TIME (Eastern,pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 20TH	7:00- 7:30	Local Programming			
	7:30- 8:00	Metronet only		ANDY WILLIAMS	
	8:00- 8:30				
	8:30- 9:00	ROWAN AND MARTIN	25		
	9:00- 9:30				
	9:30-10:00	TOMMY HUNTER	17	FRIDAY NIGHT MOVIE ('Coogan's Bluff')	
	10:00-10:30				
	10:30-11:00	Metronet only		F.B.I.	
SUN 22ND	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	16	13	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	20	#	'KIPARU-THE BLACK RHINOCEROS'
	8:00- 8:30				
	8:30- 9:00	ED SULLIVAN	25	14	HERE'S LUCY
	9:00- 9:30				
	9:30-10:00	CORWIN	15	13	THE HUMAN JOURNEY: 'THE EARLY YEARS'
	10:00-10:30				
	10:30-11:00	CBC WEEKEND	11	20	MARCUS WELBY, M.D.
MON 21ST	7:00- 7:30	Local Programming			
	7:30- 8:00	Not Complete Network		11	+ UFO
	8:00- 8:30	THE PARTRIDGE FAMILY	28	6	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	20		
	9:00- 9:30			27	CAROL BURNETT
	9:30-10:00	THE BOLD ONES	19	14	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS	15		
	10:30-11:00	MAN AT THE CENTER	#	23	THE UNDERSEA WORLD OF JACQUES COUSTEAU ('The Tragedy of the Red Salmon')
TUE 24TH	7:00- 7:30	Local Programming		18	+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			#	ENGELBERT HUMPERDINCK
	8:00- 8:30				
	8:30- 9:00	'LOVE AND MAPLE SYRUP'	11	20	+ ROOM 222
	9:00- 9:30				
	9:30-10:00	STOREFRONT LAWYERS	19	19	JOHNNY CASH
	10:00-10:30				
	10:30-11:00	TUESDAY NIGHT ('The Hollywood Ten-And Others' - Pt. 1)	9		BARBARA McNAIR
THU 26TH	7:00- 7:30	Local Programming		17	+ FAMILY AFFAIR
	7:30- 8:00	Metronet only			
	8:00- 8:30			11	+ TOM JONES
	8:30- 9:00	THE INTERNS	25		
	9:00- 9:30			2	DEAN MARTIN
	9:30-10:00	Metronet only		10	HERE COME THE SEVENTIES
	10:00-10:30				
	10:30-11:00	Not Complete Network		20	+ MANNIX
S-S	11:00-11:20	CBC NEWS			+ CTV NEWS

* Rescheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: Due to the live nature of the Saturday and Wednesday 'block' telecasts and the resultant variable scheduling of other programs in these evenings, Saturday and Wednesday are excluded from Table 3.

including the potentially 'shocking' sequence. This leaves some 90 per cent of viewers whose reaction to the abortion sequence was such that it did not prevent them from rating the program as a whole as one that, to varying degrees, they had enjoyed.

- At 10:00-10:30 pm Monday, THE NATURE OF THINGS presented the fourth and final program in its 'The Last Stand' series on conservation - a program on the plant and animal life of the Sonora Desert in the U.S. Southwest. Viewers, many of whom were much surprised to learn of the enormous variety of life in the desert, rated the program as highly interesting and informative. The index of audience enjoyment was 87, representing about the same highly appreciative reaction as that shown toward the three earlier programs on the wildlife of the Rocky Mountains, the Florida Everglades and the Point Pelee peninsula of Southern Ontario (indices 89, 86 and 86 respectively). The size of the audience to this week's program was 13 per cent, about average for the series these past four weeks. In the common CBC-CTV coverage area, where 'The Nature of Things' is normally outrated by more than 2 to 1 by 'Ironside', approximately this same audience advantage was retained by the CTV network this week when it pre-empted the latter series with a 'Jacques Cousteau' special.

This UNDERSEA WORLD OF JACQUES COUSTEAU program dealt with the spawning habits of the red salmon. It had a most enthusiastic reception from those who watched it - to the extent, indeed, that it rated an index of audience enjoyment of 93, the highest index so far obtained by any CBC or CTV network program this season and equalling the peak index obtained in the 1969-70 season by the CBC's 'Tommy Tompkins' documentary of February 11.

- TAKE THIRTY (weekdays, 3:00-3:30 pm) had a rather mixed reception this week. Indices of enjoyment for individual programs ranged from a high of 76 for Wednesday's review of current books to a low of 67 for the Monday interview with psychologist-author Rollo May. Tuesday's follow-up talk with Rollo May and the Thursday program on lacrosse each had an index of 72; the Friday broadcast discussing the Canadian Illustrated News, the problems faced by Canadian publishers, and the state of the Canadian economy, an index of 74. The average index for the five programs was 72. The daily audience to 'Take Thirty' this week averaged the usual 4 per cent, the cumulative audience over the five-day period, 8 per cent.
- This week's TUESDAY NIGHT (10:00-11:00 pm) was entitled 'The Hollywood Ten And Others', the first instalment of a two-part documentary on some of the political connotations of film-making with particular emphasis on the famous 1947 U.S. Congressional hearing in which the House Un-American Activities Committee investigated the "red menace" in Hollywood. The audience was 10 per cent - up 2 percentage points from the audience level of the previous week's 'Galbraith-Buckley' debate, and about average for the 'Tuesday Night' series as a whole. The response to

special questioning on 'The Hollywood Ten' indicates that a substantial minority of those who watched found the program of great interest and felt that they had learned a lot from it. On the other hand, indications are that many viewers found the program somewhat confusing and difficult to follow. The result was an audience enjoyment index of just 66 - slightly below average for the series as a whole. (For details of audience reactions to previous 'Tuesday Night' programs, see report TV/70/51.)

On Thursday at 9:00-9:30 pm, THEATRE CANADA continued its 'Canadian Short Stories' series with a play, based on a story by Hugh Garner, concerning the reunion of a man and woman after fifteen years separation. Though highly acclaimed for its acting, the plot of the play was felt by many viewers to be lacking in depth and in fact somewhat trivial. The resulting index of audience enjoyment for the audience as a whole was a rather low 55. The size of the audience, on CBC metronet stations only, was at the usual 6-7 per cent level, representing some 700-750 thousand viewers. The complete audience enjoyment record for the series to date:

		Index of Enjoyment
Sep. 17	'Very Special Shoes' (Morley Callaghan)	69
Sep. 24	'In Exile' (David Helwig)	65
Oct. 1	'Postcard' (Alice Munro)	58
Oct. 8	'In The Promised Land' (Pamela Andres)	82
Oct. 15	'Rigmarole' (Morley Callaghan)	50
Oct. 22	'Father And Son' (Morley Callaghan)	64
Oct. 29	'Something For Olivia's Scrapbook' (David Helwig)	40
Nov. 5	'The Mariposa Bank Mystery' (Stephen Leacock)	52
Nov. 12	'God's Sparrows' (Philip Child)	54
Nov. 19	'A Token Gesture' (David French)	61
Nov. 26	'Some Are So Lucky' (Hugh Garner)	55

Following 'Hockey' which, for the second consecutive week, had a specially big audience of 41 per cent, COUNTRYTIME (joined in progress this week at about 10:35 pm eastern time) drew a slightly bigger-than-usual 18 per cent audience. The program, which featured Blake Emmons, Willie Wallace, and

Doug Bell and The Goldstrikers was, on the whole, much enjoyed with an index of enjoyment of 78 - up 4 points from the week before and just slightly above average for the series so far this season.

- TOMMY HUNTER (Friday, 9:00-10:00 pm) has been averaging a 20 per cent audience these past few weeks compared with an average 24 per cent at this same time last season when the program was running in the Sunday 7:00-7:30 pm slot. This week's show, however, which included Anne Murray as one of the guests, touched the 23 per cent mark - the biggest 'Hunter' audience this season. The program, which also featured Duke Redbird and Harry Hibbs and the Caribou Showband, was generally well received, the enjoyment index of 76 being second only, in the current series, to the peak index of 80 for the November 6 program featuring 'The Sanderlings'.
- At 8:00-9:00 pm on Tuesday, the network presented a television adaptation of Louis Negin's original stage play LOVE AND MAPLE SYRUP. Poorly received in both metro and rural areas, and by young and older viewers alike, the broadcast rated an index of enjoyment of only 27 - by far the lowest level of audience enjoyment for a CBC network program this season. The audience to 'Love and Maple Syrup' was 15 per cent, about two-thirds the size of the normal audience to the pre-empted 'Red Skelton' (Tuesday, 8:00-8:30 pm) but somewhat bigger than the usual 11 per cent audience to the displaced 'Telescope' (Tuesday, 8:30-9:00 pm).
- The Wednesday 9:00-10:00 pm slot this week saw the presentation on the full network of BALLET HIGH, a new 'rock ballet' created by choreographer Brian Macdonald and performed by the Royal Winnipeg Ballet to music provided by Toronto's 'Lighthouse' rock group. The audience was 13 per cent, the index of enjoyment 49.
- On Wednesday at 10:00-11:00 pm, pre-empting 'This Land', the network presented THE CHARTER REVOLUTION, a documentary on the charter flight business in Canada. Produced by the CBC in collaboration with the Financial Post, the program examined the business of charter flights through a series of in-flight interviews with passengers on chartered and regular transatlantic flights, and also in conversation with business executives and government officials in the air transport business. Sufficiently reliable information is not available on the size of the audience to this broadcast. The index of enjoyment was 66. (More detailed information on viewers' reaction to the content of this program will be separately reported.)
- At 10:00-11:00 pm on Friday, the regularly scheduled 'The Most Deadly Game' was pre-empted this week on CBC metronet stations by HOLLYWOOD: THE SELZNICK YEARS, an ABC-produced documentary on the life of Hollywood producer and star-maker David O. Selznick. Commenting on their relationships with Selznick and the effect that he had had on their lives were various big-name film directors and movie stars; the broadcast also included film clips from some of Selznick's classics - among them 'Gone

With The Wind' which has never yet been shown on television. Audience reaction was highly enthusiastic, the index of enjoyment being 83. The audience - 7 per cent at the national level and 10 per cent in the metronet area where the program was fully available - was about equal in size to that normally attracted to 'The Most Deadly Game'.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/70/56

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 27 - DECEMBER 3, 1970

THIS WEEK

The regular network schedule this week was disrupted on Saturday by live coverage of Grey Cup activities and again on Thursday by special programming relating to the recovery of British Trade Commissioner James Cross from his FLQ captors. Grey Cup broadcasts on the full network included the 'Parade', 'Grey Cup Preview' and the game itself. In addition CBC metronet and some affiliated stations carried the last of three late-evening reports entitled 'Grey Cup Today'. Other special network programming this week included the first of three Beethoven music specials; a live edition of 'Encounter' (on the mini-budget); a program marking the 300th anniversary of the Canadian fur trade, 'Impressions 1670-1970'; and the metronet cartoon special 'The Pooh and the Blustery Day'. The network this week also carried the repeat of another documentary dealing with the Canadian fur trade, 'The Magnificent Gift', but due to insufficient advance notice of scheduling no audience information is available on this program.

Pre-empted throughout the country this week were most of the regular Thursday afternoon programs, plus 'Mike Neun', 'The Nature of Things', 'Storefront Lawyers', 'Music Album' and 'Monty Python'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 27 - DECEMBER 3, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:28	38	80
GREY CUP GAME (Montreal vs Calgary at Toronto)	Sat. 12:30- 4:08	35	84
THE FARTRIDGE FAMILY	Mon. 8:00- 8:30	32	76
ROWAN AND MARTIN	Fri. 8:00- 9:00	27	67
THE INTERNS	Thu. 8:00- 9:00	26	83
ED SULLIVAN	Sun. 8:00- 9:00	26	62
THE BOLD ONES	Mon. 9:00-10:00	25	84
BILL COSBY	Sun. 7:30- 8:00	23	71
CORWIN ('You Gotta Be Close To It All')	Sun. 9:00-10:00	23	79
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	23	75
GREY CUP PARADE	Sat. 9:30-11:25am	23	81
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	79
RED SKELTON	Tue. 8:00- 8:30	23	77
TOMMY HUNTER	Fri. 9:00-10:00	20	76
△* CBC NATIONAL NEWS	S-S. 11:00-11:21	17	80
+ COUNTRYTIME	Sat. 10:30-11:00	17	74
SOMERSET MAUGHAM THEATRE ('P & O')	Wed. 8:00- 8:50	16	61
GREY CUP PREVIEW	Sat. 11:30-12:30	14	79
CBC WEEKEND	Sun. 10:00-11:00	14	72
FOOTBALL-NFL (Chicago at Baltimore)	Sun. 2:00- 4:45	11	79
MAN ALIVE	Mon. 10:00-11:00	10	57
THIS LAND	Wed. 10:00-11:00	10	87
♠ EDGE OF NIGHT	M-F. 3:30- 4:00	9	80
TELESCOPE (Profile of former NBC newscaster Chet Huntley)	Tue. 8:30- 9:00	9	69
TUESDAY NIGHT ('The Hollywood Ten and Others'-Pt. 2)	Tue. 10:00-11:00	9	63
'A MOST RARE EVENT - MICHELANGELO'	Wed. 9:00- 9:30	8	75
♠ THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	71
'IMPRESSIONS 1670-1970' (on Canadian History)	Wed. 9:30-10:00	5	71
‡* COUNTRY CALENDAR	Sun. 1:30- 2:00	4	76
* MUSIC TO SEE	Sun. 5:00- 5:30	4	57
♠ TAKE THIRTY	M-F. 3:00- 3:30	4	76
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	58
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$
SPORTS WEEK	Sun. 4:46- 4:56	1	\$

△ Broadcast time 11:00-11:28 P.M. on Thursday.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Joined in progress at 10:43 P.M. on CBMT.

♠ Pre-empted on Thursday.

‡ Pre-empted in British Columbia.

\$ Audience too small for reliable reporting of enjoyment level.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . Broadcast in its usual Sunday 7:00-7:30 pm slot, ADVENTURES IN RAINBOW COUNTRY this week ran directly against the CTV animated cartoon special 'How The Grinch Stole Christmas'. At the national level, viewing of 'Rainbow Country' reached the 23 per cent mark - up slightly from the week before but still below the 25-28 per cent levels reached by several 'Rainbow Country' programs during October and November. In the common CBC-CTV reception area where 'Rainbow Country' normally enjoys a substantial audience advantage over the 'Untamed World', the CBC program this week shared the adult-teenage audience about equally with the CTV cartoon. With an index of audience enjoyment of 75 for Sunday's episode, 'Rainbow Country' continues, however, to be much enjoyed by the great majority of those who watch it.
- . This week's program in the CORWIN medical drama series (Sunday 9:00-10:00 pm) was the Sandy Stern drama 'You Gotta Be Close To It All' - a story of a young boy maltreated by his mentally disturbed mother.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 27 - DECEMBER 3, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* HYMN SING	Sun. 5:30- 6:00	11	\$
SATURDAY'S HEROES	Sat. 4:10- 5:00	5	72
ENCOUNTER	Thu. 10:30-11:00	5	66
GREY CUP TODAY	Fri. 11:40-12:00	4	74
UPDATE	Sat. 6:00- 6:30	3	\$
△ VIEWPOINT	M-F. 11:22-11:29	3	65
* ANALOG	Sun. 1:00- 1:15	1	\$
♠ DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	83
'THE POOH AND THE BLUSTERY DAY'	Mon. 7:30- 8:00	12	76
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	10	78
* THE ODD COUPLE	Thu. 7:30- 8:00	8	71
SINGALONG JUBILEE	Wed. 7:30- 8:00	7	76
JULIA	Fri. 7:30- 8:00	7	76
THE MOST DEADLY GAME	Fri. 10:00-11:00	7	74
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	69
ZUT	Sat. 7:00- 7:30	5	72
THEATRE CANADA ('The Magic Hat')	Thu. 9:00- 9:30	5	49
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
‡ 55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:28	26	80
CAROL BURNETT	Mon. 8:30- 9:30	22	82
JOHNNY CASH	Tue. 9:00-10:00	19	81
GREY CUP GAME (Montreal vs Calgary at Toronto)	Sat. 12:30- 4:08	18	86
MOD SQUAD	Tue. 7:30- 8:30	18	83
FRIDAY NIGHT MOVIE ('Texas Across The River')	Fri. 8:00-10:00	17	76
DEAN MARTIN	Thu. 8:30- 9:30	17	76
ACADEMY PERFORMANCE ('The Flight of the Phoenix')	Sat. 8:00-11:00	17	80
MARCUS WELBY, M.D.	Sun. 10:00-11:00	16	87
NATIONAL GEOGRAPHIC SPECIAL ('Ethiopia: The Hidden Empire')	Sun. 7:30- 8:30	16	80
+ ROOM 222	Tue. 8:30- 9:00	15	79
IRONSIDE	Mon. 10:00-11:00	15	84
ANDY WILLIAMS	Fri. 7:00- 8:00	15	72
'HOW THE GRINCH STOLE CHRISTMAS'	Sun. 7:00- 7:30	15	74
+ FAMILY AFFAIR	Thu. 7:00- 7:30	13	81
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	13	79
GLEN CAMPBELL	Sat. 7:00- 8:00	12	77
* CTV NATIONAL NEWS	S-S. 11:00-11:20	12	80
GREY CUP FORECAST	Sat. 12:00-12:30	12	81
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	73
HERE'S LUCY	Sun. 8:30- 9:00	10	68
SEASONS: 'WANDERING THROUGH WINTER'	Fri. 10:00-11:00	10	81
+ UFO	Mon. 7:00- 8:00	9	66
GREY CUP PARADE	Sat. 9:30-11:18 am	9	84
BARBARA McNAIR	Tue. 10:00-11:00	8	61
+ TOM JONES	Thu. 7:30- 8:30	7	67
NASHVILLE NORTH	Mon. 8:00- 8:30	6	72
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	82
W5	Sun. 9:00-10:00	5	\$
+ SPORTS BEAT '70	Wed. 7:30- 8:00	4	74
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	71
△ TROUBLE WITH TRACY	M-F. 3:30- 4:00	3	69
△ FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	\$
△ ANOTHER WORLD	M-F. 3:00- 3:30	2	77

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

△ Pre-empted on Thursday.

♠ Pre-empted in the West on Thursday.

‡ Partial pre-emption in the West on Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

Discounting two 'Wayne and Shuster' specials, the 23 per cent audience for this week's 'Corwin' was the biggest audience for a 'Sunday At Nine' program so far this season. This was reflected in the common CBC-CTV area where 'Corwin' this week drew more than three times as many viewers as the CTV network's directly opposing 'W5'. Highly acclaimed for its acting and for its vivid portrayal of what many viewers felt was an important social problem, the broadcast was very well received with an index of audience enjoyment of 79 - up 5 points from last week's 'Corwin' opener and much above the average index of 68 for last season's five-part 'Corwin' series.

Main items this week on CBC WEEKEND (Sunday 10:00-11:00 pm) included a retrospective look at the FLQ crisis with particular emphasis on media coverage, a review of conditions in the former Biafra a year after the end of the civil war, and a report on 'Project GM', an organization formed by a group of lawyers to protest General Motor's corporate practices. The broadcast also included a brief report on the problems of mercury pollution at Gimli Manitoba and a cartoon tribute to the Grey Cup. By far the most interesting part of the program to viewers was the Biafra review which rated very high on the audience interest scale. The only other item on the program, however, which proved of more than moderate interest to those who watched it was the report on mercury pollution; as a result the program as a whole rated an enjoyment index of only 72 - up two points from the week before but still substantially below the average index of 76 for the current 'Weekend' series. The size of the audience this week was 14 per cent, virtually unchanged from the audiences of the past four weeks and about average for the series. (More detailed information on audience reactions to the various segments of this 'Weekend' program has been separately reported.)

On Mondays, shown normally 10:30-11:00 pm, MAN ALIVE this week presented a special one-hour study (10:00-11:00 pm) of the various mystical and occult movements of our time. The program, entitled 'Beyond Reason', was hosted by Dr. Martin Marty of Christian Century magazine and included interviews with witch Sybil Leek, U.S. drug cult leader Timothy Leary, the Maharishi, and the late Bishop James Pike. More enjoyed by viewers living in the larger urban centres than by those resident in the more rural parts of the country, the program rated an index of enjoyment of 57 for the audience as a whole - about the same level of enjoyment as that obtained by the October 26 profile of Ingmar Bergman and much below the level of enjoyment of the three other 'Man Alive' programs so far presented in the current series. The size of the audience to this week's one-hour program was 10 per cent. The audience record for 'Man Alive' this season:

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 27 - DECEMBER 3, 1970

DAY	TIME (Eastern, pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 27TH	7:00- 7:30	Local Programming		19	ANDY WILLIAMS	
	7:30- 8:00	Metronet only				
	8:00- 8:30	ROWAN AND MARTIN	22	FRIDAY NIGHT MOVIE ('Texas Across The River')		
	8:30- 9:00					
	9:00- 9:30	TOMMY WINTER	14			
	9:30-10:00					
	10:00-10:30	Metronet only	12	SEASONS: 'WANDERING THROUGH WINTER'		
	10:30-11:00					
SAT 28TH	9:30-11:29am	GREY CUP PARADE	20	11	GREY CUP PARADE	
	11:30-12:00pm	GREY CUP PREVIEW	13	#	# SPORTS BEAT 70 SPECIAL	
	12:00-12:15			14	GREY CUP FORECAST	
	12:30- 4:08	GREY CUP GAME	33	23	GREY CUP GAME	
SUN 29TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY		17	18	'HOW THE GRINCH STOLE CHRISTMAS'
	7:30- 8:00	BILL COSBY		18	20	NATIONAL GEOGRAPHIC SPECIAL
	8:00- 8:30	ED SULLIVAN	21			
	8:30- 9:00			12	HERE'S LUCY	
	9:00- 9:30	GORDON	20	6	W5	
	9:30-10:00					
	10:00-10:30	CBC WEEKEND	12	21	MARCUS WELBY, M.D.	
	10:30-11:00					
MON 30TH	7:00- 7:30	Local Programming		11	+ UFO	
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	THE PARTRIDGE FAMILY	28	7	NASHVILLE NORTH	
	8:30- 9:00	FRONT PAGE CHALLENGE	18	27	CAROL BURNETT	
	9:00- 9:30	THE BOLD ONES	21			
	9:30-10:00			14	PIG 'N' WHISTLE	
	10:00-10:30	MAN ALIVE	9	18	IRONSIDE	
	10:30-11:00					
TUE 1ST	7:00- 7:30	Local Programming		16	+ THE COURTSHIP OF EDDIE'S FATHER	
	7:30- 8:00	Local Programming		22	MOD SQUAD	
	8:00- 8:30	RED SKELTON	17			
	8:30- 9:00	TELESCOPE	8	19	+ ROOM 222	
	9:00- 9:30	'THE MAGNIFICENT GIFT' (Repeat)	#	23	JOHNNY CASH	
	9:30-10:00					
	10:00-10:30	TUESDAY NIGHT ('The Hollywood Ten And Others' - Pt. 2)	8	10	BARBARA McNAIR	
	10:30-11:00					
S-S	11:00-11:20	* CBC NEWS		14	13	* CTV NEWS

Joined in progress at 11:20 am.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Wednesday and Thursday data in this table.

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Oct. 12	'A Footnote to Genesis' - on man's responsibility for preservation of his environment (10:30-11:00 pm).	7	80
Oct. 19	'The Path' - profile of Anglican Indian priest, the Rev. Ernest Willie (10:30-11:00 pm).	7	75
Oct. 26	Profile of Swedish filmmaker, Ingmar Bergman (10:00-11:00 pm).	7	56
Nov. 2	'Living With Grief' - Max Wiley (10:30-11:00 pm).	9	72
Nov. 30	'Beyond Reason' - on mysticism and the occult (10:00-11:00 pm).	10	57

. TAKE THIRTY, normally telecast each weekday at 3:00-3:30 pm, was this week pre-empted on Thursday by special programming relating to the recovery of kidnap-victim James Cross. Individual indices of audience enjoyment ranged from a low of 73 for Friday's report on unemployment in Canada to a high of 80 for the Tuesday talk with author Ray Price about life in the Canadian North. Also well received with indices of 75-76 were the Wednesday broadcast on Christmas toys and the Monday discussion of the economic and cultural ties between Haiti and Quebec. The average index for the four programs was 76. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience for the four days 8 per cent.

. TELESCOPE (Tuesday 8:30-9:00 pm) this week visited former NBC newsman Chet Huntley who recently gave up his position as co-host of the network's national news for life on a Montana ranch. The broadcast included footage of an NBC farewell party, a conversation between Huntley and program host Ken Cavanagh concerning the role of news in the world of today, also a visit to the Huntley ranch and a talk with his wife and family. Though it drew a slightly smaller than usual audience - 9 per cent as against an average 'Telescope' audience of 11 per cent - the program was fairly well received by 'Telescope' standards - index of enjoyment 69. The audience record to date:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sep. 15	Movie actor Donald Sutherland	12	60
Sep. 22	Monsignor Athol Murray, founder of a boy's school in Saskatchewan	10	69
Sep. 29	Toronto composer Ben McPeck	9	59
Oct. 6	Edmonton bookseller and publisher, Mel Hurtig	9	67
Oct. 13	Monty Hall, Winnipegger and host of U.S. TV show 'Let's Make A Deal'	12	66
Oct. 20	Anna Palo-Heimo, founder of school of 'sensitivity training'	10	35
Oct. 27	U.S. film and TV star, Eddie Albert	15	77
Nov. 3	Vancouver journalist Pat Carney	12	70
Nov. 10	Ombudsman, George McClellan	12	78
Nov. 17	Canadian singer-composer Robert Charlebois	10	46
Nov. 24	Pre-empted	-	-
Dec. 1	Former NBC newsman Chet Huntley	9	69

Introduced by Canadian naturalist-explorer Tommy Tompkins, this week's program in the THIS LAND series (Wednesday 10:00-11:00 pm) discussed the need for a change in regulations on big game hunting, with particular reference to grizzly and polar bears both of which are in danger of extinction. Audience reaction to the program was very enthusiastic, the index of enjoyment of 87 being in fact the highest recorded for any CBC program this week, and some 8 points above average for 'This Land'. The size of this week's audience was 10 per cent - average for the series.

Audience reaction to the second and concluding segment of TUESDAY NIGHT's 'The Hollywood Ten And Others' (10:00-11:00 pm) was very much the same as to the previous week's introductory program: while a substantial minority of those who watched found it of great interest and felt they had learned a lot from it, many viewers found the program somewhat disjointed and difficult to follow. The resultant index of

enjoyment for the audience as a whole was 63 - slightly lower than the index of 66 attained by the preceding week's program and some 5 index points below the norm of audience enjoyment for the 'Tuesday Night' series. The audience, at 9 per cent, was about equal in size to that of last week's broadcast and about average for the 'Tuesday Night' series as a whole.

- . THEATRE CANADA (Thursday 9:00-9:30 pm on the metronet only) this week presented 'The Magic Hat'. Based on a story by Morley Callaghan, the drama concerned a young fashion model's attempts to hide her real feelings when the end of a "no strings" relationship with her art director boyfriend seems imminent. Starring were Louise Marleau and Gordon Pinsent. Results of special questioning revealed that though most of those who watched the program were much impressed by the acting - in particular, that of Miss Marleau - the plot of the play was felt by many viewers to be lacking in depth and somewhat "old hat". As a result the broadcast rated an index of only 49 for the audience as a whole - second only in this 'Theatre Canada' series to the low of 40 recorded for the October 29 David Helwig play, 'Something For Olivia's Scrapbook', and a full 10 points below average for the series. Nor did 'The Magic Hat' draw quite as big an audience as have preceding 'Theatre Canada' dramas - 5 per cent nationally as against a usual national audience of 7 per cent.
- . At 10:30-11:00 pm eastern time on Thursday, a special live edition of ENCOUNTER drew a 5 per cent audience across the country - the biggest audience for the series since its November 5 edition featuring Prime Minister Trudeau (also 5 per cent). The attraction on this occasion was Finance Minister Edgar Benson with his mini-budget. The index of enjoyment was 65.
- . This week's TOMMY HUNTER (Friday, 9:00-10:00 pm) featured Mike Neun, the Rings 'n' Things country-folk quartet and CFL star Angelo Mosca. While audience enjoyment (index 76 again this week) remains at a substantially higher level than in the earlier weeks of this season, the size of the audience (20 per cent this week) remains about 4 percentage points below the average audience level of the 'Hunter' series at this time last season when it ran in the Sunday 7:00-7:30 pm slot.
- . The metronet comedy series ZUT (Saturday 7:00-7:30 pm in Ontario and Quebec and at various other times across the country) this week had its most favourable audience reception so far this season, the index of enjoyment of 72 being much above indices in the low 56-61 range recorded for earlier programs in the series. The size of the audience was about normal for the series - 5 per cent nationally and 8 per cent in the metronet area where the program is available.

- . At 9:00-9:30 pm on Wednesday the network presented A MOST RARE EVENT - MICHELANGELI, the first of three music specials marking the bicentenary of the birth of composer Ludwig van Beethoven. The program, a CBC-production, featured concert pianist Arturo Benedetti Michelangeli in a recital of Beethoven compositions. Watched by an 8 per cent audience representing some 900,000 viewers, the broadcast was highly acclaimed - particularly by those viewers in the over-50 age group - resulting in an index of enjoyment of 75 for the audience as a whole.
- . Following this, at 9:30-10:00 pm, the network, in celebration of the 300th anniversary of the founding of the Hudson's Bay Company, presented IMPRESSIONS 1670-1970, an abbreviated version of a one-hour documentary by Chris Chapman covering 300 years of Canadian history with particular emphasis on the fur trade. The broadcast drew a relatively small 5 per cent audience and rated only a moderately favourable index of 71.
- . CBC's English network coverage from Toronto of this year's Calgary-Montreal Grey Cup Game and associated programming was very well received. The GREY CUP GAME itself (Saturday 12:30-4:08 pm EST) was much enjoyed with a high index of 84 - slightly short of the very high index of 89 attained by the less one-sided 1968 Grey Cup contest but on a par with audience reaction to last year's Ottawa-Saskatchewan game. Though the English network audience to this year's game was, needless to say, a big one - 35 per cent representing some 4 million adult and teenage viewers - it was substantially smaller than both the 40 per cent audience attracted to last year's unique Sunday contest and the 39 per cent audience to the telecast of the 1968 Grey Cup game. However, in those areas of the country where viewers had the opportunity of watching the game on either a CBC or CTV network station, the split in audience (as in the past two years) was about 3 to 2 in CBC's favour.
- . Also as much enjoyed as ever this year (notwithstanding a great deal of adverse press comment) was the GREY CUP PARADE (Saturday, 9:30-11:25 am EST) which rated an index of enjoyment of 81. Unlike the game itself, the coverage of the 'Parade' drew a somewhat bigger audience than did last year's telecast of the same event, the 1969 Parade (on the day before the game) having drawn a 19 per cent audience and Saturday's broadcast an audience of 23 per cent - about equal in size to that of the 1968 'Grey Cup Parade'. In the common CBC-CTV area where both CBC and CTV network coverage of the 'Parade' was available, the CBC this year drew almost twice as many viewers as did the CTV broadcast.
- . Despite the drop in the size of the audience to the game itself on CBC English network stations, there was no noticeable loss of audience to the GREY CUP PREVIEW which immediately preceded it - from 11:30 am to 12:30 pm EST. As in the past two seasons, the 'Preview' had a national audience of 14 per cent. This year's edition rated an enjoyment index of 79 - about equal to the level of audience enjoyment attained by the 'Preview' programs of 1968 and 1969.

A CBC RESEARCH REPORT

TV/71/1

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 4 - 10, 1970

THIS WEEK

Special network programming this week included the season's second 'Bob Hope Comedy Special', a repeat of the annual 'Charlie Brown' Christmas program, the animated cartoon 'The Night The Animals Talked', the second of three Beethoven music specials, and an hour-long profile of journalist-socialite-sportsman George Plimpton. The full network also carried a CBC special report on a recent Ottawa meeting of the Canadian Broadcasting League, and the metronet and some CBC affiliates presented news coverage from London, England of a press conference for recently released FLQ prisoner James Cross; due to insufficient advance notice of scheduling, however, no audience information is available on either of these two programs.

Regular network programs pre-empted throughout the country this week included 'The Most Deadly Game', 'Adventures In Rainbow Country', 'The Partridge Family', 'The Bold Ones', 'Red Skelton' and 'This Land'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 4 - 10, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:31	43	83
THE BOB HOPE COMEDY SPECIAL	Mon. 9:00-10:00	37	80
'A CHARLIE BROWN CHRISTMAS' (Repeat)	Sun. 7:00- 7:30	35	73
THE INTERNS	Thu. 8:00- 9:00	31	82
ED SULLIVAN	Sun. 8:00- 9:00	29	64
ROWAN AND MARTIN	Fri. 8:00- 9:00	27	67
BILL COSBY	Sun. 7:30- 8:00	26	72
'THE NIGHT THE ANIMALS TALKED' (Cartoon)	Mon. 8:00- 8:30	25	75
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	81
CORWIN	Sun. 9:00-10:00	21	74
('How'd You Like To Visit Niagara Falls?')			
TOMMY HUNTER	Fri. 9:00-10:00	21	77
STOREFRONT LAWYERS	Tue. 9:00-10:00	21	74
CBC NATIONAL NEWS	S-S. 11:00-11:21	18	80
+ COUNTRYTIME	Sat. 10:30-11:00	17	78
SOMERSET MAUGHAM THEATRE ('Lord Mountdrago')	Wed. 8:00- 8:50	14	45
'GLENN GOULD PLAYS BEETHOVEN'	Wed. 9:00- 9:55	12	73
CBC WEEKEND	Sun. 10:00-11:00	12	74
FOOTBALL-NFL (St.Louis at Detroit)	Sun. 1:00- 3:46	11	76
♂ EDGE OF NIGHT	M-F. 3:30- 4:00	10	80
TELESCOPE	Tue. 8:30- 9:00	9	66
(Profile of actor-singer Don Francks)			
TUESDAY NIGHT ('The Legacy of Lenin')	Tue. 10:00-11:00	9	61
THE NATURE OF THINGS ('A Sense of Time')	Mon. 10:00-10:30	8	61
THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	72
MAN AT THE CENTRE (on ESP)	Wed. 10:00-11:00	7	59
MAN ALIVE	Mon. 10:30-11:00	6	60
TAKE THIRTY	M-F. 3:00- 3:30	4	76
MUSIC TO SEE	Sun. 5:00- 5:30	4	53
‡* COUNTRY CALENDAR	Sun. 4:30- 5:00	4	75
* 'JUMP ONE' (Skydiving)	Sat. 3:30- 4:00	4	74
NATION'S BUSINESS	Sun. 11:15-11:21	4	57
(Progressive Conservative Party)			
* INTERNATIONAL BADMINTON	Sat. 2:00- 3:30	3	63
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
SPORTS WEEK	Sun. 3:47- 3:56	2	\$

+ Joined in progress at 10:33 PM EST on the National Network.

♂ Pre-empted on CBHT (Halifax) on Thursday.

* Re-scheduled in some areas.

‡ Pre-empted in British Columbia.

\$ Sample too small for reliable reporting of enjoyment level.

program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- In the Monday 9:00-10:00 pm slot the second BOB HOPE COMEDY SPECIAL of the season this week pre-empted 'The Bold Ones'. Hope's guests included Jack Benny, Elke Sommer, Engelbert Humperdinck, Dorothy Lamour and the 'Look' magazine All-American football team. The adult-teenage audience was a substantial 37 per cent - second only this week to the 'top' 43 per cent audience to 'Hockey', about the same size as the audience attracted to the last 'Bob Hope Comedy' special on October 5, and half as big again as the usual audience to the pre-empted 'Bold Ones'. This was reflected in the CBC-CTV common coverage area where CTV's 'Carol Burnett', which normally draws a much bigger audience than the directly opposing 'Bold Ones', was substantially outdrawn this week by the 'Bob Hope' program. As with most 'Bob Hope' specials, this week's show was much enjoyed by the great majority of those who watched it - index of audience enjoyment 80.
- Following this, on Monday at 10:00 to 10:30 pm, THE NATURE OF THINGS presented the first program in a new three-part series, 'A Sense of Time', which traces the development of the universe and examines man's role on planet Earth. At 8 per cent the audience to this week's

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 4 - 10, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	13	85
MIKE NEUN	Mon. 7:30- 8:00	6	61
SATURDAY'S HEROES	Sat. 4:00- 5:00	5	74
UPDATE	Sat. 6:00- 6:30	4	81
VIEWPOINT	M-F. 11:22-11:29	3	68
ENCOUNTER	Thu. 10:30-11:00	2	\$
* ANALOG	Sun. 4:00- 4:15	1	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	84
THE ODD COUPLE	Thu. 7:30- 8:00	10	74
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	10	78
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	71
JULIA	Fri. 7:30- 8:00	7	81
THE GALLOPING GOURMET	Sat. 6:30- 7:00	7	67
ZUT	Sat. 7:00- 7:30	6	59
THEATRE CANADA ('Roberta And Her Robot')	Thu. 9:00- 9:30	6	55
'PLIMPTON!' SHOOT-OUT AT RIO LOBO'	Fri. 10:00-11:00	6	79
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	6	63
MUSIC ALBUM	Thu. 9:30-10:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	80
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:50	31	84
MOD SQUAD	Tue. 7:30- 8:30	20	84
CAROL BURNETT	Mon. 8:30- 9:30	18	78
MARCUS WELBY, M.D.	Sun. 10:00-11:00	17	84
FRIDAY NIGHT MOVIE ('Breakout')	Fri. 8:00-10:00	17	73
DEAN MARTIN	Thu. 8:30- 9:30	16	72
ANDY WILLIAMS	Fri. 7:00- 8:00	16	71
IRONSIDE	Mon. 10:00-11:00	16	81
ACADEMY PERFORMANCE ('Island of Terror')	Sat. 8:00-10:00	16	59
F.B.I.	Fri. 10:00-11:00	15	77
+ ROOM 222	Tue. 8:30- 9:00	14	75
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	13	77
+ MANNIX	Thu. 10:00-11:00	13	80
MATT LINCOLN	Sun. 7:30- 8:30	12	82
+ UFO	Mon. 7:00- 8:00	10	66
UNTAMED WORLD	Sun. 7:00- 7:30	10	83
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	82
* CTV NATIONAL NEWS	S-S. 11:00-11:20	8	81
+ TOM JONES	Thu. 7:30- 8:30	8	68
PIG 'N' WHISTLE	Mon. 9:30-10:00	8	75
NASHVILLE NORTH	Mon. 8:00- 8:30	7	73
BARBARA McNAIR	Tue. 10:00-11:00	7	62
W5	Sun. 9:00-10:00	7	67
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	63
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	70
TROUBLE WITH TRACY	M-F. 3:30- 4:00	3	71
+ SPORTS BEAT '70	Wed. 7:30- 8:00	3	\$
ANOTHER WORLD	M-F. 3:00- 3:30	2	77
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	73

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

program was significantly smaller than the 11-13 per cent audiences to the four programs in the immediately preceding 'Nature of Things' series - 'The Last Stand', on problems of land and wildlife conservation. Nor did this opening 'Sense of Time' program get the enthusiastic acclaim from those who watched it that has characterised most 'Nature of Things' programs: the index of enjoyment was only 61, one of the lowest indices obtained by any 'Nature of Things' program over the past four or five years and much below the norm of 80 for the current series.

- . Then at 10:30 to 11:00 pm (Monday) came a MAN ALIVE program in which University of Toronto psychiatrist V.M. Rakoff spoke on such related topics as mass hysteria, fanaticism, law and order and the 'lunatic fringe'. While a one-third minority of those who watched the program very much enjoyed it, many others found the discussion very 'heavy going' - difficult to follow, confusing, and with "too much talk" unrelieved by demonstration or example. The resultant index of enjoyment for the audience as a whole was 60 - slightly higher than the indices of 56-57 attained by the October profile of Ingmar Bergman and last week's broadcast on the occult, but much below the level of enjoyment of each of the three other 'Man Alive' programs presented so far this season. The 6 per cent audience for this week's program was also a little below average for the current series. In general, however, 'Man Alive' has a slightly bigger average audience than it had at this point in the season last year - also a slightly higher average level of audience enjoyment. (For the week-by-week audience record of 'Man Alive' to the end of November, see last week's report TV/70/56.)
- . Earlier on Monday evening from 8:00 to 8:30 pm, pre-empting 'The Partridge Family', the network carried an animated cartoon special based on the original Christmas story. In addition to an unmeasured but presumably large number of young viewers under the age of 12, THE NIGHT THE ANIMALS TALKED drew an adult-teenage audience of 25 per cent - some 6-7 percentage points smaller than the normal adult-teenage audience to 'The Partridge Family'. The index of audience enjoyment was 75.
- . On Sunday at 7:00-7:30 pm, 'Adventures In Rainbow Country' was pre-empted this week by another repeat of the 1965 cartoon A CHARLIE BROWN CHRISTMAS. The program on this occasion drew an adult-teenage audience of 35 per cent (some 11 percentage points bigger than the average adult-teenage audience to 'Rainbow Country') plus presumably many younger viewers under the age of 12. With a moderately favourable index of audience enjoyment of 73 the broadcast was received with about the same degree of enthusiasm as it has been these past few seasons.
- . As the third program of the new seven-part CORWIN medical drama series (Sunday 9:00-10:00 pm), the network this week presented the Sandy Stern drama 'How'd You Like To Visit Niagara Falls?'. Starring were Linda Goranson and Gerard Parkes. The index of audience enjoyment was 74 -

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 4 - 10, 1970

DAY	TIME (Eastern, pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 4TH	7:00- 7:30	Local Programming			19	ANDY WILLIAMS
	7:30- 8:00	Metronet only				
	8:00- 8:30	ROWAN AND MARTIN		22	20	FRIDAY NIGHT MOVIE ('Breakout')
	8:30- 9:00					
	9:00- 9:30	TOMMY HUNTER		15		
	9:30-10:00					
	10:00-10:30	Metronet only			19	F.B.I.
	10:30-11:00					
SUN 6TH	7:00- 7:30	'A CHARLIE BROWN CHRISTMAS' (Repeat)		32	12	UNTAMED WORLD
	7:30- 8:00	BILL COSBY		21	14	MATT LINCOLN
	8:00- 8:30	ED SULLIVAN		25		
	8:30- 9:00				#	HERE'S LUCY
	9:00- 9:30	CORWIN		17	9	W5
	9:30-10:00					
	10:00-10:30	CBC WEEKEND		10	21	MARCUS WELBY, M.D.
	10:30-11:00					
MON 7TH	7:00- 7:30	Local Programming			13	+ UFO
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	'THE NIGHT THE ANIMALS TALKED'		23	9	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE		20	22	CAROL BURNETT
	9:00- 9:30	THE BOB HOPE COMEDY SPECIAL		34		
	9:30-10:00				10	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS		7	19	IRONSIDE
	10:30-11:00	MAN ALIVE		6		
TUE 8TH	7:00- 7:30	Local Programming			17	+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00				24	MOD SQUAD
	8:00- 8:30	RADIO LEAGUE CONFERENCE	#			
	8:30- 9:00	TELESCOPE	7	17	+ ROOM 222	
	9:00- 9:30	STOREFRONT LAWYERS		16	#	PETULA CLARK SPECIAL
	9:30-10:00					
	10:00-10:30	TUESDAY NIGHT ('The Legacy of Lenin-Artist of Revolution')		8	9	BARBARA McNAIR
10:30-11:00						
THU 10TH	7:00- 7:30	Local Programming			#	'THE LITTLE DRUMMER BOY'
	7:30- 8:00	Metronet only			10	+ TOM JONES
	8:00- 8:30	THE INTERNS		26		
	8:30- 9:00					
	9:00- 9:30	Metronet only			20	DEAN MARTIN
	9:30-10:00					
	10:00-10:30	Metronet only			8	HERE COME THE SEVENTIES
	10:30-11:00					
S-S	11:00-11:20	CBC NEWS		15	10	* CTV NEWS

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

equal to that of the series' opener but short of the index of 79 attained by last week's 'Corwin' play. At 21 per cent, the audience was mid-way between the respective 19 and 23 per cent audiences to the first and second episodes.

- CBC WEEKEND (Sunday 10:00-11:00 pm) was, on the whole, fairly well received again this week, its index of audience enjoyment of 74 being up two points from the week before and just slightly below average for the series as a whole. The longest and by far the most highly praised item in the program was a half-hour documentary report on urban terrorism. Other items included a debate, between National Health and Welfare minister John Munro and Canadian Council for Social Development director Reuben Baetz, on the government's white paper on welfare; a look at the prospects for a Canadian exile in Cuba; and an N.F.B. film on war toys. The size of the audience, at 12 per cent, was just slightly below average for 'CBC Weekend' so far this season. (Detailed information on audience reactions to the various segments of this 'Weekend' program has been separately reported.)
- SOMERSET MAUGHAM THEATRE (Wednesday 8:00-9:00 pm) this week had its least favourable audience reception of the season. The series, which over the past seven weeks, has obtained indices of audience enjoyment in the 53-63 range for an average of 58, this week rated an index of only 45 for a drama entitled 'Lord Mountdrago' starring Michael Goodliffe, William Squire and Cyril Luckham. The audience too, at 14 per cent, was down slightly from 'Somerset Maugham' audiences of 16-17 per cent in recent weeks.
- With indices of enjoyment for each of its five programs falling within the narrow 75-78 range, TAKE THIRTY (weekdays 3:00-3:30 pm) this week rated an average index of 76 - some four points above average for the current series. The content: on Friday, a special program for women touching on the health hazards of smoking, the proposed new family allowance program, and job discrimination; on Monday, a report on a small town with no doctor; on Tuesday, a discussion of the just-released report on the Status of Women, with Commission chairman Anne Francis; on Wednesday, a Madame Benoit cooking demonstration; and on Thursday, a discussion of the pros and cons of a soon-to-be-established pulp plant in Wellington Bay, Ontario. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five days, 8 per cent.
- Broadcast this week on Wednesday at 10:00-11:00 pm, MAN AT THE CENTER examined the phenomenon of extra-sensory perception. Entitled 'Edge of Mind', the program looked at the four recognized kinds of ESP - clairvoyance, telepathy, precognition and psychokinesis. Though very much enjoyed by about a third of those who watched it, the broadcast rated an index of enjoyment of only 59 for the audience as a whole - the lowest yet recorded for the current series which has had indices ranging to 82, with an average index of 67. The size of audience for this week's program, at 7 per cent, was about normal for the 'Man at the Center' series this season.

- Making its final appearance on CBC metronet stations, THEATRE CANADA (Thursday 9:00-9:30 pm) this week presented the Richard Needham play 'Roberta and Her Robot'. Watched by a typical 'Theatre Canada' audience of 6 per cent, the drama was felt by a substantial minority of viewers to be rather silly and far-fetched and rated an overall index of audience enjoyment of only 55 - slightly below the enjoyment norm of 58 for the series as a whole. The complete audience enjoyment record for the 13-part series:

	Index of <u>Enjoyment</u>
Sep. 17 'Very Special Shoes' (Morley Callaghan)	69
Sep. 24 'In Exile' (David Helwig)	65
Oct. 1 'Postcard' (Alice Munro)	58
Oct. 8 'In The Promised Land' (Pamela Andres)	82
Oct. 15 'Rigmarole' (Morley Callaghan)	50
Oct. 22 'Father and Son' (Morley Callaghan)	64
Oct. 29 'Something For Olivia's Scrapbook' (David Helwig)	40
Nov. 5 'The Mariposa Bank Mystery' (Stephen Leacock)	52
Nov. 12 'God's Sparrows' (Philip Child)	54
Nov. 19 'A Token Gesture' (David French)	61
Nov. 26 'Some Are So Lucky' (Hugh Garner)	55
Dec. 3 'The Magic Hat' (Morley Callaghan)	49
Dec. 10 'Roberta and Her Robot' (Richard Needham)	55

- This week's TUESDAY NIGHT (10:00-11:00 pm) presented 'The Legacy of Lenin' - a documentary, marking the 100th anniversary of the birth of Lenin, which traced the development of the Russian Revolution from its early roots in Czarism to the civil war and revolution, with special emphasis on the role of Lenin. While about a third of those who watched this program much enjoyed it, viewer interest was not generally widespread and, as a result, the overall index of enjoyment was only 61 - some 6 points below average for the current series and much below the levels of enjoyment obtained by the most highly acclaimed 'Tuesday Night' programs this season - on counter-espionage agent Kim Philby (index 79), on Canadian water sales to the U.S. (index 82), and on avalanches (index 83).

- . Earlier on Tuesday, 8:30-9:00 pm, the subject of this week's TELESCOPE profile was Canadian actor, singer and all-round performer Don Francks. The program visited Francks, his wife, and infant daughter on the Saskatchewan Indian Reserve where the couple were married, followed the family's travels west into the Rocky mountains, and elicited a variety of comments from Francks on his childhood, career and general philosophy of life. Viewer reaction was sharply divided: while many found Francks' opinions and present life style refreshing and 'different', many others found the man objectionable and dismissed his ideas as of little interest, relevance or importance to them. The resultant enjoyment index for the audience as a whole was 66 - slightly above average for the series. The audience, at 9 per cent, was unchanged from the past two weeks but slightly below average for the current series. (For a week-by-week audience record of 'Telescope' to December 1, see last week's report TV/70/56.)
- . At 9:00 to 10:00 pm on Wednesday, the network presented the second of three CBC-produced music specials marking the 200th anniversary of the birth of composer Ludwig van Beethoven. GLENN GOULD PLAYS BEETHOVEN featured pianist Glenn Gould performing both solo and in concert with the Karel Ancerl-led Toronto Symphony Orchestra. As with the previous week's Beethoven recital by pianist Arturo Benedetti Michelangeli (index 75), this week's program was much enjoyed by most of those who watched it (index 73). It was specially well received, as might be expected, by viewers in the over-50 age group (index 81) - also, and presumably for not quite the same reasons, the program proved much more appealing to women viewers (index 80) than to men (index 67). The size of the audience was 12 per cent - an estimated 1.3 million viewers - an audience about half as big again as the audience to the 'Michelangeli' program the previous Wednesday at 9:00-9:30 pm.
- . Pre-empting 'The Most Deadly Game' in the Friday 10:00-11:00 pm slot, CBC metronet stations this week presented PLIMPTON!, SHOOT-OUT AT RIO LOBO. The broadcast took viewers behind the scenes of 'Rio Lobo', a John Wayne western in which writer-sportsman-man-of-parts George Plimpton made his movie debut. Though it drew a slightly smaller audience than is normally attracted to the series it pre-empted - 6 per cent as against a 'Deadly Game' average of 8 per cent - this week's special was much enjoyed by the great majority of those who watched it and rated a high index of enjoyment of 79.

A CBC RESEARCH REPORT

TV/71/4

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 11 - 17, 1970

THIS WEEK

Special network programming this week included the US-produced wildlife documentary 'Say Goodbye', a repeat of the musical fairy-tale spoof 'Hey, Cinderella', and the two-hour music special 'Beethoven and The Ninth'. The week also saw the debut of the new metronet series 'Program X'. Regular CBC programs pre-empted throughout the country included 'Storefront Lawyers', 'This Land' and 'The Interns'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 11 - 17, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:28	43	83
ED SULLIVAN	Sun. 8:00- 9:00	30	61
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	29	78
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	67
RED SKELTON	Tue. 8:00- 8:30	25	81
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	81
BILL COSBY	Sun. 7:30- 8:00	24	76
CORWIN ('You Can't Find Yesterday Tomorrow')	Sun. 9:00-10:00	24	73
'HEY, CINDERELLA' (Repeat)	Tue. 8:30- 9:30	24	73
THE BOLD ONES	Mon. 9:00-10:00	23	83
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	23	76
TOMMY HUNTER	Fri. 9:00-10:00	21	77
+ COUNTRYTIME	Sat. 10:30-11:00	18	78
CBC NATIONAL NEWS	S-S. 11:00-11:21	18	80
SOMERSET MAUGHAM THEATRE ('Louise')	Wed. 8:00- 8:54	15	64
'BEETHOVEN AND THE NINTH'	Wed. 9:00-10:56	14	70
CBC WEEKEND	Sun. 10:00-11:00	13	74
SAY GOODBYE (on vanishing wildlife species)	Thu. 8:00- 9:00	12	87
FOOTBALL-NFL (New York at St. Louis)	Sun. 2:00- 4:47	12	74
TELESCOPE (Profile of author Farley Mowat)	Tue. 9:30-10:00	12	68
TUESDAY NIGHT ('The Great Canadian Train Robbery')	Tue. 10:00-11:00	11	82
THE NATURE OF THINGS	Mon. 10:00-10:30	9	70
EDGE OF NIGHT	M-F. 3:30- 4:00	9	80
* 1970 WORLD CUP SOCCER	Sat. 2:00- 4:00	8	74
THE GALLOPING GOURMET	M-F. 4:00- 4:30	7	72
MAN ALIVE	Mon. 10:30-11:00	6	56
TAKE THIRTY	M-F. 3:00- 3:30	5	77
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	4	62
*‡ COUNTRY CALENDAR	Sun. 1:30- 2:00	4	77
* MUSIC TO SEE	Sun. 5:00- 5:30	4	71
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	\$
SPORTS WEEK	Sun. 4:48- 4:56	2	\$

+ Joined in progress at 10:35 PM EST in British Columbia.

* Re-scheduled in some areas.

‡ Pre-empted in British Columbia.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Monday, 10:30-11:00 pm, MAN ALIVE this week reported on the Canadian Congress on Evangelism and talked with delegate Harry Nigh, a member of Brethren in Christ, about his personal religious beliefs. The audience, at 6 per cent, was unchanged from the week before and slightly below average for the current series, the index of enjoyment of 56 one of the lowest for a 'Man Alive' program this season. (More detailed information on audience reactions to this program will be separately reported.)
- Making its fourth appearance in the Sunday 9:00-10:00 pm slot, the CORWIN series this week presented another Sandy Stern drama, 'You Can't Find Yesterday Tomorrow'. Guest stars were Marc Hebert and Ovila Legare. The audience was 24 per cent - about equal to the previous high for the series - the index of audience enjoyment a fairly typical 73. In the common CBC-CTV coverage area, where 'Corwin' is directly opposed on CTV stations by the private network's public affairs series 'W5', the average audience in recent weeks, as again this week, split almost 3 to 1 in favour of the CBC series. The audience record for the 'Corwin' series to date:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Nov. 22	'Who's The Fat Cat'	19	74
Nov. 29	'You Gotta Be Close To It All'	23	79
Dec. 6	'How'd You Like To Visit Niagara Falls?'	21	74
Dec. 13	'You Can't Find Yesterday Tomorrow'	24	73

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 11 - 17, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* HYMN SING	Sun. 5:30- 6:00	11	87
MIKE NEUN	Mon. 7:30- 8:00	6	60
* SATURDAY'S HEROES	Sat. 4:00- 5:00	5	72
UPDATE	Sat. 6:00- 6:30	3	\$
VIEWPOINT	M-F. 11:22-11:29	3	69
ENCOUNTER	Thu. 10:30-11:00	2	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	74
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	9	75
THE ODD COUPLE	Thu. 7:30- 8:00	8	72
SINGALONG JUBILEE	Wed. 7:30- 8:00	7	67
JULIA	Fri. 7:30- 8:00	7	80
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	67
THE MOST DEADLY GAME	Fri. 10:00-11:00	6	76
ZUT	Sat. 7:00- 7:30	6	68
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	5	65
MUSIC ALBUM	Thu. 9:30-10:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
PROGRAM X ('Blackship')	Thu. 9:00- 9:30	#	#
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:33	25	78
DEAN MARTIN	Thu. 8:30- 9:30	20	77
CAROL BURNETT	Mon. 8:30- 9:30	20	78
MOD SQUAD	Tue. 7:30- 8:30	18	75
* MANNIX	Thu. 10:00-11:00	17	78
ANDY WILLIAMS	Fri. 7:00- 8:00	15	73
IRONSIDE	Mon. 10:00-11:00	15	83
JOHNNY CASH	Tue. 9:00-10:00	15	80
MARCUS WELBY, M.D.	Sun. 10:00-11:00	15	85
F.B.I.	Fri. 10:00-11:00	13	80
FRIDAY NIGHT MOVIE ('Robbery Under Arms')	Fri. 8:00-10:00	13	64
MATT LINCOLN	Sun. 7:30- 8:30	13	82
* THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	13	74
* FAMILY AFFAIR	Thu. 7:00- 7:30	13	78
HERE'S LUCY	Sun. 8:30- 9:00	12	78
ACADEMY PERFORMANCE ('The Psychiatrist: God Bless The Children')	Sat. 8:00-10:00	12	69
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	11	79
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	74
GLEN CAMPBELL	Sat. 7:00- 8:00	11	77
* ROOM 222	Tue. 8:30- 9:00	11	77
* UFO	Mon. 7:00- 8:00	10	65
UNTAMED WORLD	Sun. 7:00- 7:30	10	80
HERE COME THE SEVENTIES	Thu. 9:30-10:00	8	74
CTV NATIONAL NEWS	S-S. 11:00-11:20	8	80
BARBARA McNAIR	Tue. 10:00-11:00	6	62
NASHVILLE NORTH	Mon. 8:00- 8:30	6	69
W5	Sun. 9:00-10:00	6	\$
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	5	73
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	71
ANOTHER WORLD	M-F. 3:00- 3:30	3	78
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	\$

* Re-scheduled in some areas.

† Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

Data not available.

- . With individual indices for four of its five programs falling within the narrow 77-80 range, TAKE THIRTY (weekdays, 3:00-3:30 pm) this week rated an average enjoyment index of 77. These four much enjoyed programs were: on Monday and Tuesday, a two-part series on adoption; on Wednesday, a program of recipe and gift suggestions for Christmas; and on Thursday, an interview with Mrs. Margaret Papandreou, wife of exiled Greek Finance Minister Andreas Papandreou and author of the book 'Nightmare in Athens'. The remaining Friday broadcast - an interview with Hollywood director-producer Cornel Wilde - was somewhat less favourably received with an index of 72. The average day audience to 'Take Thirty' this week was 5 per cent, the cumulative audience over the five-day period, 9 per cent.
- . Main items on CBC WEEKEND this week (Sunday 10:00-11:00 pm) included an interview with Brazilian political exile Angelo Pezzute; a playback of a 1969 interview with Senator Keith Davey concerning the Senate Committee's examination of the mass media, and a discussion with Senator Davey on the Senate's recently released report on the mass media and on the press handling of the FLQ crisis; a brief report on pollution charges made by the Manitoba government against Dryden Chemicals; a report on a "sex supermarket"; and the North American premiere of a 20-minute documentary on apartheid in South Africa. Watched by a 13 per cent audience, the program as a whole rated an index of enjoyment of 74, both measures being about normal for the current 'Weekend' series. (Detailed information on audience reactions to the various segments of this program has been separately reported.)
- . TELESCOPE, normally broadcast at 8:30-9:00 pm Tuesday, was shown this week at 9:30-10:00 pm to accommodate the repeat showing of the network special 'Hey, Cinderella' (see below). The 12 per cent audience, though slightly above average for the 'Telescope' series, was only about half as big as the audience normally attracted to the pre-empted 'Storefront Lawyers' at 9:00-10:00 pm on Tuesday. The subject of this week's 'Telescope' was Canadian author Farley Mowatt; at home with his wife in their Magdalen Islands retreat, he talked of his work and general outlook on life. With an index of audience enjoyment of 68 the broadcast was about as well received as last week's program on Don Francks (index 66) and the previous week's portrait of Chet Huntley (69), surpassing by 5 points the relatively low norm of enjoyment for the 'Telescope' series as a whole.
- . Among the most favourably received network programs this week was the TUESDAY NIGHT (10:00-11:00 pm) documentary 'The Great Canadian Train Robbery'. The program looked at the phenomena of the disappearing passenger train service in Canada, particularly in the light of the recent CPR request to the Transport Commission for permission to discontinue its transcontinental train 'The Canadian'. Included was a historical flashback segment with commentary by Pierre Berton plus comment by top government, railway, and union officials. Results of special questioning revealed that

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 11 - 17, 1970

DAY	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 11TH	7:00- 7:30	Local Programming	19	ANDY WILLIAMS	
	7:30- 8:00	Metronet only			
	8:00- 8:30	ROWAN AND MARTIN	23	FRIDAY NIGHT MOVIE ('Robbery Under Arms')	
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	15		
	9:30-10:00				
	10:00-10:30	Metronet only	17	F.B.I.	
10:30-11:00					
SUN 13TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	17	12	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	19	16	MATT LINCOLN
	8:00- 8:30	ED SULLIVAN	25		HERE'S LUCY
	8:30- 9:00		14		
	9:00- 9:30	CORWIN	19	7	WS
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	11	18	MARCUS WELBY, M.D.
10:30-11:00					
MON 14TH	7:00- 7:30	Local Programming		12	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	25	7	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	19	24	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	20		PIG 'N' WHISTLE
	9:30-10:00		13		
	10:00-10:30	THE NATURE OF THINGS	8	18	IRONSIDE
10:30-11:00	MAN ALIVE	5			
TUE 15TH	7:00- 7:30	Local Programming		16	+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00	Local Programming		23	MOD SQUAD
	8:00- 8:30	RED SKELTON	19		
	8:30- 9:00	'HEY, CINDERELLA' (Repeat)	20	13	+ ROOM 222
	9:00- 9:30			18	JOHNNY CASH
	9:30-10:00	TELESCOPE	9		
	10:00-10:30	TUESDAY NIGHT ('The Great Canadian Train Robbery')	16	7	BARBARA McNAIR
10:30-11:00					
THU 17TH	7:00- 7:30	Local Programming		18	+ FAMILY AFFAIR
	7:30- 8:00	Metronet only		8	ENGELBERT HUMPERDINCK
	8:00- 8:30	'SAY GOODBYE'	10		
	8:30- 9:00		25	DEAN MARTIN	
	9:00- 9:30	Metronet only		10	HERE COME THE SEVENTIES
	9:30-10:00				
	10:00-10:30	Not Complete Network		21	+ MANNIX
10:30-11:00					
SAT	11:00- 11:30	CBC NEWS	15	10	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

viewers found the program - particularly the historical part of it - highly interesting, informative, and generally well worth watching. The resultant index of audience enjoyment was 82 - about equal to the previous high for 'Tuesday Night' and much above the average index of 67 for the current series. The size of the audience, at 11 per cent, was about average for 'Tuesday Night' programs this season.

- As the last of three Wednesday 9:00 pm specials marking the 200th anniversary of the birth of Beethoven, the network this week presented a two-hour program, part documentary part concert, entitled BEETHOVEN AND THE NINTH. The documentary section, filmed in Vienna and narrated by British musicologist Robbins Landon, portrayed Beethoven's life at the time he wrote his ninth and last symphony. The concert portion of the program featured a performance of the Ninth by the Berlin Philharmonic under the direction of Herbert von Karajan. Of the two segments, the concert was by far the more appreciated, its index of audience enjoyment being 76 as against an index of 62 for the documentary sequence. The result was an index of 70 for the program as a whole. Viewing was at the 14 per cent level indicating that some one and a half million adults and teenagers watched at least some part of the 2-hour broadcast. The audience record for the three Beethoven specials:

	<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Dec. 2 'A Most Rare Event - Michelangeli' (9:00-9:30 pm)	8	75
Dec. 9 'Glenn Gould Plays Beethoven' (9:00-10:00 pm)	12	73
Dec. 16 'Beethoven and The Ninth' (9:00-11:00 pm)	14	70

- In the second program of its 3-part 'A Sense of Time' sub-series, THE NATURE OF THINGS (Monday 10:00-10:30 pm) this week discussed the concept that man is a relative newcomer on planet Earth. With almost half of those who watched the broadcast indicating that they had very much enjoyed it, the index of enjoyment for the audience as a whole was 70 - significantly higher than the index of 61 attained by last week's introductory program but still much below indices in the 86-89 range recorded for the immediately preceding 'Nature of Things' series on conservation. Nor have these two 'Sense of Time' programs drawn as many viewers as did the conservation series, the 9 per cent audience to Monday's broadcast being up only slightly from the week before and some 3-4 percentage points below the average audience level of the earlier series.

- . At 9:00-9:30 pm on Thursday the new open-format drama, poetry, music and film series PROGRAM X, on CBC metronet stations, led off with the Jack Winter play 'Blackship'. For technical reasons, possibly related in part to the somewhat unusual title of the series, the audience information obtained on this opening program appears to be of questionable accuracy. For this reason it is being withheld.
- . Continuing in the Thursday 10:00-10:30 pm slot on CBC metronet stations, the BBC comedy series MONTY PYTHON'S FLYING CIRCUS this week, as in most recent weeks, drew a national audience of 5 per cent (7 per cent in the metronet area), a slight increase over audiences to the first few 'Monty Python' programs. Indications are that the series is also being more enjoyed by those who now watch it than it was when it began; this week's index of enjoyment of 65, and the indices for the two previous shows, surpassed by 7-9 points the average index for the ten preceding 'Flying Circus' programs.
- . The post-hockey country music series COUNTRYTIME (at 10:30-11:00 pm in the east and at corresponding local times in other areas) drew an 18 per cent audience this week - virtually the same size of audience that the series has maintained regularly since mid-November. Nor has there been much change in audience reaction to 'Countrytime' programs in recent weeks, the high index of 78 for this week's show, featuring June Eikhard, Donna Ramsey and Garry Buck, being unchanged from the week before and just slightly above the average index of 76 for the series as a whole.
- . Pre-empting 'The Interns' at 8:00-9:00 pm Thursday, the network this week carried SAY GOODBYE, a US-produced special presented as a memorial to vanishing wildlife species. Narrated by singer-poet Rod McKuen, the broadcast focused on the balance of nature, distinguishing between the natural predator and the wanton destroyer - man. Very well received by the great majority of those who watched it, the documentary rated an index of audience enjoyment of 87 - the highest for a network program this week and representing about the same high level of enjoyment maintained earlier this season by the 3-part 'The Nature of Things' series on the need for the preservation of natural wildlife areas. The size of the audience to 'Say Goodbye' was, however, relatively small for this mid-evening period. At 12 per cent, it was less than half as big as the usual audience to the pre-empted 'Interns' and, in the common CBC-CTV coverage area where the latter normally holds a substantial lead over the opposing 'Dean Martin' show, the CTV program this week drew a bigger-than-usual audience and outrated the CBC special by about 5:2.
- . At 8:30-9:30 pm Tuesday, the full network carried a repeat of HEY, CINDERELLA, a spoof of the classic tale set to music and featuring the puppet creations 'The Muppets' playing opposite a cast of Canadian performers which included Belinda Montgomery as Cinderella and Robin Ward as the Prince. In addition to a presumably large number of viewers under the age of 12, the broadcast drew an adult-teenage audience of 24 per cent - about equal in size to that

of the immediately preceding 'Red Skelton' show and much bigger than the audience normally attracted to the displaced 'Telescope'. This increased viewing on CBC stations during the Tuesday 8:30-9:00 pm period noticeably decreased the audience this week to the directly opposing CTV program 'Room 222'; in the common CBC-CTV coverage area where it normally enjoys a substantial lead over 'Telescope', 'Room 222' this week drew an audience only about two-thirds the size of the audience to the CBC special. Adult-teenage reaction to 'Hey, Cinderella' was however only moderately favourable, the index of enjoyment of 73 being about equal to that recorded for the original presentation in March '69.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/71/5

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 18 - DECEMBER 24, 1970

THIS WEEK

Special CBC programming this week included a full network presentation of the opera 'Hansel and Gretel', a special edition of 'Music To See' shown on metronet stations only, and an 'Intertel' documentary on 'The Gifted Child' and special 'Christmas Eve Church Service', carried by CBC metronet stations and by some affiliates. Due to insufficient advance notice of scheduling, however, no audience data is available on either of these last two programs. Nor, again this week, is audience information available on 'Program X', Thursday 9:00-9:30 pm.

Regular network programs pre-empted throughout the country this week included 'Julia', 'The Nation's Business', 'Encounter' and Thursday's 'Viewpoint'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 18 - 24, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	41	79
ED SULLIVAN	Sun. 8:00- 9:00	31	70
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	28	82
ROWAN AND MARTIN	Fri. 8:00- 9:00	24	67
HANSEL AND GRETEL (opera)	Wed. 8:00-10:00	23	60
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	86
RED SKELTON	Tue. 8:00- 8:30	23	79
BILL COSBY	Sun. 7:30- 8:00	23	71
CORWIN ('Why' Is A Good Question')	Sun. 9:00-10:00	22	71
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	20	75
TOMMY HUNTER	Fri. 9:00-10:00	20	81
STOREFRONT LAWYERS	Tue. 9:00-10:00	20	80
THE BOLD ONES	Mon. 9:00-10:00	18	79
THE INTERNS	Thu. 8:00- 9:00	18	81
COUNTRYTIME	Sat. 10:30-11:00	18	74
CBC NATIONAL NEWS	S-S. 11:00-11:21	17	79
THIS LAND	Wed. 10:00-11:00	13	93
('Tommy Tompkins: Bushman') (Repeat)			
FOOTBALL-NFL (Los Angeles at New York)	Sun. 1:00- 3:52	12	75
TELESCOPE	Tue. 8:30- 9:00	11	65
(Profile of Adrienne and Stephen Clarkson)			
CBC WEEKEND	Sun. 10:00-11:00	9	76
THE NATURE OF THINGS	Mon. 10:00-10:30	9	71
EDGE OF NIGHT	M-F. 3:30- 4:00	8	82
TUESDAY NIGHT	Tue. 10:00-11:00	8	64
('Good Times, Bad Times') (Repeat)			
THE GALLOPING GOURMET	M-F. 4:00- 4:30	7	73
MAN ALIVE	Mon. 10:30-11:00	5	75
* THE WINNIPEG BRIER	Sat. 3:00- 4:00	5	81
*+ COUNTRY CALENDAR	Sun. 4:30- 5:00	4	80
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	58
MUSIC TO SEE	Sun. 5:00- 5:30	4	\$
* UNIVERSIADE 70 WORLD STUDENT GAMES	Sat. 2:00- 3:00	4	77
TAKE THIRTY	M-F. 3:00- 3:30	4	81
SPORTS WEEK	Sun. 3:53- 3:56	2	\$

* Re-scheduled in some areas.

+ Pre-empted in British Columbia.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . From 8:00-10:00 pm on Wednesday the network presented the CBC production of Engelbert Humperdinck's opera HANSEL AND GRETEL. Starring were Judith Forst, Christine Anton and Maureen Forrester. A 23 per cent audience, representing some 2.6 million adults and teenagers, watched some part of the two-hour broadcast - a much bigger audience than the respective 9 and 13 per cent audiences to last season's March 11 'Peter Grimes' and October 29 'Louis Riel' opera specials. With about four out of every ten viewers of 'Hansel and Gretel' rating it at the extreme end of the enjoyment scale as a program they had enjoyed "very much", the broadcast rated an overall index of audience enjoyment of 60 - a highly favourable audience response for a program of its type. In comparison, the previously mentioned 'Peter Grimes' and 'Louis Riel' broadcasts and the 1968-69 season's 'Billy Budd' opera special each rated an index of audience enjoyment of only about 30.
- . At 9:00-10:00 pm on Sunday the network carried the fifth program of the current seven-part CORWIN medical drama series. This one, the last of five written by the creator of the series, Sandy Stern, entitled "'Why' Is a Good Question", featured guest stars Edward Binns and Corinne Conley. With a typical 'Corwin' audience of 22 per cent, the broadcast rated a slightly below-average index of audience enjoyment of 71. This puts the average index for these five 'Corwin' dramas at 74 - a full 10 points above the enjoyment norm obtained last season by the original 5-part 'Corwin' series.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 18 - 24, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	13	87
MIKE NEUN	Mon. 7:30- 8:00	7	68
* SATURDAY'S HEROES	Sat. 4:00- 5:00	4	77
UPDATE	Sat. 6:00- 6:30	3	\$
* VIEWPOINT	M-F. 11:22-11:29	3	68
* ANALOG	Sun. 4:00- 4:15	1	\$
DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	82
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	9	77
THE ODD COUPLE	Thu. 7:30- 8:00	8	75
SINGALONG JUBILEE	Wed. 7:30- 8:00	7	78
ZUT	Sat. 7:00- 7:30	6	67
THE MOST DEADLY GAME	Fri. 10:00-11:00	6	76
THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	70
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	4	62
MUSIC ALBUM	Thu. 9:30-10:00	3	\$
'MUSIC TO SEE'	Fri. 7:30- 8:00	2	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
PROGRAM X ('Irene Worth And The Lighthouse')	Thu. 9:00- 9:30	#	#
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:40	28	83
CAROL BURNETT	Mon. 8:30- 9:30	21	79
JOHNNY CASH	Tue. 9:00-10:00	18	80
ANDY WILLIAMS	Fri. 7:00- 8:00	18	79
MARCUS WELBY, M.D.	Sun. 10:00-11:00	16	83
MOD SQUAD	Tue. 7:30- 8:30	16	80
TRONSIDE	Mon. 10:00-11:00	16	82
GLEN CAMPBELL	Sat. 7:00- 8:00	15	81
F.B.I.	Fri. 10:00-11:00	15	76
DEAN MARTIN	Thu. 8:30- 9:30	14	80
+ ROOM 222	Tue. 8:30- 9:00	14	77
ACADEMY PERFORMANCE ('Silent Night, Lonely Night')	Sat. 8:00-10:00	13	72
FRIDAY NIGHT MOVIE ('The Love God')	Fri. 8:00-10:00	12	64
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	77
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	12	78
MATT LINCOLN	Sun. 7:30- 8:30	12	87
HERE'S LUCY	Sun. 8:30- 9:00	11	73
UNTAMED WORLD	Sun. 7:00- 7:30	10	84
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	83
+ FAMILY AFFAIR	Thu. 7:00- 7:30	9	78
+ UFO	Mon. 7:00- 8:00	8	66
BARBARA McNAIR	Tue. 10:00-11:00	8	60
+ CTV NATIONAL NEWS	S-S. 11:00-11:20	8	79
* TOM JONES	Thu. 7:30- 8:30	7	72
NASHVILLE NORTH	Mon. 8:00- 8:30	6	68
'A GIFT OF MUSIC'	Thu. 10:00-11:00	5	80
W5	Sun. 9:00-10:00	5	\$
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	67
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	69
ANOTHER WORLD	M-F. 3:00- 3:30	3	74
+ SPORTS BEAT '70	Wed. 7:30- 8:00	3	\$
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	\$

* Re-scheduled in some areas.

‡ Pre-empted on Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

‡ Broadcast time 11:11-11:31 P.M. on Wednesday.

\$ Sample too small for reliable reporting of enjoyment level.

Data not available.

- . This week's edition of CBC WEEKEND (Sunday 10:00-11:00 pm) dealt mainly with the subject of unemployment in Canada. The 45-minute report studied the specific problems of people from different parts of the country with varying employment and educational backgrounds. The segment also included a comment on the current employment situation by Finance Minister Benson. The opening item - and only other segment of the program - saw Larry Zolf question visiting British Prime Minister Edward Heath on such topical issues as the James Cross kidnapping, Britain's entry into the European Common Market, the proposed sale of arms to South Africa, and the future of the Commonwealth. While viewers were favourably impressed by both segments of this week's program, the report on the unemployment situation in Canada proved to be of much greater interest to the audience as a whole than the interview with the British Prime Minister. The overall index of audience enjoyment was 76. The audience to Sunday's program was, however, somewhat smaller than audiences to most 'Weekend' programs this season - just 9 per cent as against normally very stable audiences of 12-14 per cent for 'Weekend' over the past six weeks. There is no obvious explanation of this drop in audience this week.
- . Dispensing with its usual two-guest format, FRONT PAGE CHALLENGE (Monday 8:30-9:00 pm) this week devoted its entire program time to one challenger. Confronting regulars Gordon Sinclair, Betty Kennedy and Pierre Berton and guest panelist Max Ferguson with a story concerning the recent celebration of his 75th birthday was the Right Honourable John Diefenbaker. With an audience at the usual 'Front Page Challenge' level of 23 per cent, viewer reaction to the program was specially enthusiastic, the index of enjoyment of 86 being some 6 points above average for the current series and, in fact, the highest index of enjoyment recorded for an individual 'Front Page Challenge' program in about a year.
- . In the final program of its three-part 'A Sense of Time' series THE NATURE OF THINGS (Monday, 10:00-10:30 pm) this week discussed the age of man, his evolutionary development, and the unique character of his brain. Though more than a third of those who watched found it to be a highly interesting and worthwhile broadcast, a substantial minority of viewers found the program to be somewhat confusing and difficult to follow. As a result, audience reaction was, on the whole, only moderately favourable with an index of enjoyment of 71 - about equal to that of last week's program on geophysics (70). With the opening 'A Sense of Time' program rating a significantly lower index of 61, the index for the 3-part series averages 67 - much below the average index of 87 for the immediately preceding 'Nature of Things' series on conservation. The size of the audience to this week's program, at 9 per cent, was unchanged from the past two weeks.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 18 - 24, 1970

DAY	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 18TH	7:00- 8:00	Local Programming		ANDY WILLIAMS
	8:00- 8:30	Metronet only		
	8:30- 9:00	ROWAN AND MARTIN	19	FRIDAY NIGHT MOVIE (<i>'The Love God'</i>)
	9:00- 9:30	TOMMY HUNTER	15	
	9:30-10:00			
	10:00-10:30			F.B.I.
	10:30-11:00	Metronet only		
SUN 20TH	7:00- 7:30	ADVENTURE IN SAUNDSON COUNTRY	11	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	18	MATT LINCOLN
	8:00- 8:30	ED SULLIVAN	28	
	8:30- 9:00			HERE'S LUCY
	9:00- 9:30	QUINCY	17	WS
	9:30-10:00			
	10:00-10:30	CBC WEEKEND	8	MARCUS WELBY, M.D.
MON 21ST	7:00- 7:30	Local Programming		+ LFO
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	TUE PATRIOTIC FAMILY	24	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	10	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	14	
	9:30-10:00			PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS	7	IRONSIDE
	10:30-11:00	MAN ALIVE	4	
TUE 22ND	7:00- 7:30	Local Programming		+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			MOD SQUAD
	8:00- 8:30	R.D. BELLAMY	19	
	8:30- 9:00	TELESCOPE	9	+ ROOM 222
	9:00- 9:30	STOREFRONT LAWYERS	15	JOHNNY CASH
	9:30-10:00			
	10:00-10:30	TUESDAY NIGHT (<i>'Good Times, Bad Times'</i>) (Repeat)	7	BARBARA McNAIR
THU 23TH	7:00- 7:30	Local Programming		+ FAMILY AFFAIR
	7:30- 8:00			THIS IS TOM JONES
	8:00- 8:30			
	8:30- 9:00	THE INTERVIEW	13	DEAN MARTIN
	9:00- 9:30			
	9:30-10:00	Metronet only		'CHRISTMAS REMEMBERED'
	10:00-10:30			'A GIFT OF MUSIC'
	10:30-11:00	Not Complete Network		
S-S	11:00-11:20	CBC NEWS	14	+ CTV NEWS

* Broadcast time 11:11-11:31 P.M. on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

- . At 10:00-11:00 pm on Wednesday THIS LAND presented a repeat of 'Tommy Tompkins: Bushman', a documentary which focused on the life of naturalist-explorer-conservationist-photographer Tommy Tompkins and which accompanied him on some of his travels in remote corners of the Canadian west and northwest. As with the original broadcast on February 11, 1970, almost everyone who saw this week's program was favourably impressed, some 85 per cent of those who watched it rating it at the extreme end of the enjoyment scale as a program that they had enjoyed "very much". The result was an index of audience enjoyment of 93 - identical to that of the original showing. While a few prime-time network broadcasts over the past year (most of them wildlife documentaries) have rated indices around the 90 mark, none has succeeded in surpassing this 'Tommy Tompkins' Bushman' record index of 93. The size of the audience to Wednesday's program was not, however, unusually big for a 'This Land' broadcast. At 13 per cent it was just slightly above the 11 per cent average for the series. Also shown on a Wednesday, though half an hour earlier at 9:30 pm, the initial 'Tommy Tompkins' program had an 18 per cent audience.
- . In a program entitled 'God Is?', MAN ALIVE (Monday 10:30-11:00 pm) this week presented some of the drawings, audio and video tapes, slides, models, plays, and poems submitted by children across Canada in response to the CBC's challenge to express their concept of God. Commenting were series' host Roy Bonisteel, children's art experts Betty Nickerson and Charles Gaitskell and poet John Robert Colombo - the four judges of the competition. Audience reaction was particularly favourable for a 'Man Alive' program, the index of 75 being no less than 10 points above the average index for the current series. The audience, however, at 5 per cent, was slightly below average for the series and only about half as big as the peak audiences attracted to 'Man Alive' this season - on November 2 and 30.
- . Broadcast in its usual Tuesday 8:30-9:00 pm slot, TELESCOPE this week focused on 'Take Thirty' host and author Adrienne Clarkson and her professor-politician husband Stephen. Both the size of the audience - 11 per cent - and the index of audience enjoyment of 65 for the program were about average for the 'Telescope' series. To date, individual indices for 'Telescope' programs have varied greatly - from a low of 35 for the October 20 Anna Palo Heimo broadcast to a high of 77-78 for the October 27 and November 10 portraits of actor Eddie Albert and ex-RCMP chief George McClellan.
- . TUESDAY NIGHT (10:00-11:00 pm) this week devoted the major portion of its program time to a repeat showing of Don Shebib's award-winning documentary 'Good Times, Bad Times'. Originally shown as part of a May 1969 broadcast in 'The Way It Is' series, the film contrasts two aspects of war - the camaraderie among the fighting men and the horror, despair, and carnage of battle. Results of special questioning revealed that the film had left many viewers feeling uncomfortably sad and

somewhat depressed - the same general audience response as to the original broadcast in 1969 - and was considered by some to be highly inappropriate programming for the Christmas season. Some viewers were also critical of the juxtaposition of 'Good Times, Bad Times' with the follow-up segment - a rather light item on Christmas shopping in Vancouver. The resultant index of audience enjoyment for the program as a whole was 64 - about the same level of enjoyment that was attained by the May 4, 1969 'Way It Is' program which, in addition to 'Good Times, Bad Times' included a brief item on a young Indian boy found drowned in the Ottawa River. The audience to this week's 'Tuesday Night' was 8 per cent as against an average of 10 per cent for the series.

- . TAKE THIRTY (weekdays 3:00-3:30 pm) had a specially warm reception this week, the average index of audience enjoyment for the five broadcasts (Friday 18th-Thursday 24th) being a high 81 - much above the current season's 'Take Thirty' norm of 73. Individual indices were in the narrow 80-83 range. The program content: on Friday, a report on the Nutrition Canada survey being conducted by the Department of Health and Welfare; on Monday, a talk with former Newfoundlanders about their experiences as new residents in Toronto; on Tuesday, an interview with child psychologist Haim Ginott; on Wednesday, a review of the Broadway musical 'The Me Nobody Knows' and a discussion about Christmas gifts; and, on Thursday, a visit to Toronto's Clifton House boys' home. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five-day period, 8 per cent.
- . After two months on CBC metronet stations, the satirical comedy series ZUT (Saturday 7:00-7:30 pm in Ontario and Quebec and at various other times elsewhere across the country) continues to draw weekly audiences of 5-6 per cent nationally - or 9-10 per cent in the metronet area where the program is available. The audience to this week's broadcast was just this size. Viewer reaction to 'Zut' tends, however, to be highly variable from week to week, indices of enjoyment for individual broadcasts in recent weeks having ranged from a low of 56 to a high of 72. This week's program rated a somewhat above-average index of 67.
- . SINGALONG JUBILEE (Wednesday 7:30-8:00 pm on the metronet only) had a specially favourable audience reception this week. The program, featuring various 'Singalong Jubilee' regulars in lieu of a special guest, rated an index of audience enjoyment of 78 - 2 points above the previous high for the current series the average index of which is 73. The audience was 7 per cent nationally, 11 per cent in the metronet area - about the same size of audience that the series has attracted each week since late September when it moved to this 7:30-8:00 pm Wednesday slot.

A CBC RESEARCH REPORT

TV/71/8

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 25 - 31, 1970

THIS WEEK

The many special programs this Christmas week included a documentary on the Saskatchewan River, a musical entitled 'You Owe Me One Honeymoon', a satirical year-end revue 'Wring Out The Old', a music-variety program 'And A Little Bit of Oom-Pah', and a total of ten special Christmas Day broadcasts - six on the full network, one on the metronet only, and the others on the metronet and varying numbers of affiliated stations.

In addition to almost all regular Friday (Christmas Day) broadcasts, the following network programs were pre-empted throughout the country this week: 'The Bold Ones', 'Storefront Lawyers', 'The Interns', 'The Nation's Business', 'Provincial Affairs', 'Saturday's Heroes', 'Update', and the Thursday edition of 'Viewpoint'. Again this week no audience information is available on 'Program X'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 25-31, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:28	39	80
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	28	78
RED SKELTON	Tue. 8:00- 8:30	25	78
ED SULLIVAN	Sun. 8:00- 9:00	25	60
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	22	82
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	21	74
BILL COSBY	Sun. 7:30- 8:00	21	70
THE SASKATCHEWAN (Repeat)	Mon. 9:00-10:00	20	79
CORWIN ('Remember')	Sun. 9:00-10:00	19	71
CBC NATIONAL NEWS	S-S 11:00-11:21	16	80
TOMMY HUNTER	Fri. 9:00-10:00	16	81
TUESDAY NIGHT ('That Was 1970'- year- end news review)	Tue. 10:00-11:00	15	74
'WRING OUT THE OLD'	Wed. 9:00-10:00	15	57
FOOTBALL-NFL (San Francisco at Minnesota)	Sun. 1:00- 3:43	14	81
SOMERSET MAUGHAM THEATRE ('Mother Love')	Wed. 8:00- 8:52	14	55
+ COUNTRYTIME	Sat. 10:30-11:00	13	75
'YOU OWE ME ONE HONEYMOON'	Tue. 9:00-10:00	13	63
FOOTBALL-NFL (Detroit at Dallas)	Sat. 4:00- 6:34	12	76
CBC WEEKEND	Sun. 10:00-11:00	12	77
THE NATURE OF THINGS (Repeat)	Mon. 10:00-10:30	11	85
THIS LAND	Wed. 10:00-11:00	11	73
QUEEN'S CHRISTMAS MESSAGE	Fri. 10:00-10:30 am	10	84
EDGE OF NIGHT	M-Th 3:30- 4:00	9	81
'AND A LITTLE BIT OF OOM-PAH'	Thu. 8:00- 9:00	9	62
'A GIFT FOR MAGGIE'	Fri. 8:00- 9:00	9	58
TELESCOPE (Profile of artist Michael Snow)	Tue. 8:30- 9:00	9	47
THE GALLOPING GOURMET	M-Th 4:00- 4:30	8	71
* HYMN SING	Fri. 5:30- 6:00	7	88
MAN ALIVE	Mon. 10:30-11:00	5	60
TAKE THIRTY	M-Th 3:00- 3:30	4	73
*‡ COUNTRY CALENDAR	Sun. 4:30- 5:00	4	79
MUSIC TO SEE	Sun. 5:00- 5:30	4	68
CHRISTMAS REMEMBERED (Repeat)	Fri. 3:30- 4:00	3	\$
CHRISTMAS AT STE-MARIE	Fri. 3:00- 3:30	3	\$
'GOD IS???' (Repeat)	Fri. 4:00- 4:30	3	\$
SPORTS WEEK	Sun. 3:45- 3:56	2	\$

+ Joined in progress at 10:40 pm EST in the Toronto region, and at 10:44 pm EST in the West.

* Re-scheduled in the Maritimes.

‡ Pre-empted in British Columbia

\$ Sample too small for reliable reporting of enjoyment level.

program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . Following 'Ed Sullivan', which this week drew a somewhat smaller-than-usual 25 per cent audience, the sixth program in the CORWIN medical drama series (Sunday 9:00-10:00 pm) also drew a slightly below-normal audience this week - 19 per cent as against a 22 per cent average for the previous five programs. The index of audience enjoyment for this week's play - 'Remember ...' by Graham Woods - was 71, slightly below the average index of 74 for the five previous 'Corwin' episodes, all of them by writer Sandy Stern.
- . Following this, at 10:00-11:00 pm, CBC WEEKEND had a 12 per cent audience this week - an increase of 3 percentage points over the unusually small audience to last week's program and just short of the 13-14 per cent audiences for most 'Weekend' broadcasts in recent weeks. Included in this week's program was a Michael Maclear interview in North Vietnam with two American prisoners of war, a piece about journalist and ex-minister Ken Bagnall, and a look at missionary work in the slums of Calcutta. The interview with the American prisoners proved of very great interest to most of those who watched it, the general level of interest for the audience as a whole being, in fact, one of the highest recorded for any single

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 25-31, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	10	84
QUEEN'S CHRISTMAS MESSAGE (Repeat)	Fri. 11:21-11:46	8	83
MIKE NEUN	Mon. 7:30- 8:00	6	53
VIEWPOINT	M-W 11:22-11:29	3	64
* 'WALKING HAPPY'	Fri. 2:00- 2:30	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
* ANALOG	Sun. 4:00- 4:15	1	\$
* 'CUE THE ANGELS' (Repeat)	Fri. 12:30- 1:00	1	\$
DOUBLE EXPOSURE	M-Th 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	84
BEVERLY HILLBILLIES	M-Th 5:30- 6:00	9	77
THE ODD COUPLE	Thu. 7:30- 8:00	8	74
SINGALONG JUBILEE	Wed. 7:30- 8:00	7	71
ZUT	Sat. 7:00- 7:30	6	62
* THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	68
JULIA	Fri. 7:30- 8:00	4	78
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	4	65
MUSIC ALBUM	Thu. 9:30-10:00	2	\$
'A TIME FOR GIVING'	Fri. 10:00-11:00	2	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-Th 12:30- 1:00	2	\$
55 NORTH MAPLE	M-F 1:30- 2:00	1	\$
PROGRAM X ('Christie, Cook and Kneebone')	Thu. 9:00- 9:30	#	#
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:44	27	82
CAROL BURNETT	Mon. 8:30- 9:30	21	83
IRONSIDE	Mon. 10:00-11:00	19	80
JOHNNY CASH	Tue. 9:00-10:00	17	75
MOD SQUAD	Tue. 7:30- 8:30	15	76
MARCUS WELBY, M.D.	Sun. 10:00-11:00	15	84
+ ROOM 222	Tue. 8:30- 9:00	15	75
DEAN MARTIN	Thu. 8:30- 9:30	13	76
+ THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	13	77
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	68
+ ACADEMY PERFORMANCE ('Sabrina')	Sat. 8:00-10:00	11	76
HERE'S LUCY	Sun. 8:30- 9:00	10	74
MATT LINCOLN	Sun. 7:30- 8:30	10	78
GLEN CAMPBELL	Sat. 7:00- 8:00	10	73
+ FAMILY AFFAIR	Thu. 7:00- 7:30	9	79
+ UFO	Mon. 7:00- 8:00	9	66
FRIDAY NIGHT MOVIE ('White Christmas')	Fri. 8:00-10:00	9	79
+ MANNIX	Thu. 10:00-11:00	8	82
UNTAMED WORLD	Sun. 7:00- 7:30	8	86
WS	Sun. 9:00-10:00	7	73
F.B.I.	Fri. 10:00-11:00	7	77
△ CTV NATIONAL NEWS	S-S 11:00-11:20	7	78
BARBARA McNATR	Tue. 10:00-11:00	7	58
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	79
NASHVILLE NORTH	Mon. 8:00- 8:30	6	73
TOM JONES	Thu. 7:30- 8:30	6	63
TROUBLE WITH TRACY	M-F 3:30- 4:00	4	69
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	3	\$
+ SPORTS BEAT '70	Wed. 7:30- 8:00	3	\$
ANOTHER WORLD	M-Th 3:00- 3:30	3	76
◊ FAMOUS JURY TRIALS	M-Th 2:30- 3:00	3	69

* Re-scheduled in some areas.

* Joined in progress in Quebec and Ontario.

+ Not carried (on this day and at this time) on all CTV stations.

△ Broadcast time 11:16-11:36 p.m. on Wednesday.

◊ Joined in progress at 2:45 p.m. on Monday.

\$ Sample too small for reliable reporting of enjoyment level.

Data not available.

'Weekend' item in the current series. Also very well received, though not quite so enthusiastically as the Vietnam item, was the mission segment. The remaining item, the profile of Ken Bagnall, proved to be of much less widespread interest. The resultant index of audience enjoyment for the audience as a whole was 77, about average for 'Weekend' this season. (More detailed information on reactions to the content of this program has been separately reported.)

- . Guest challengers on FRONT PAGE CHALLENGE (Monday 8:30-9:00 pm) this week were CBC President George Davidson and Richard Morse, a passenger on one of four aircraft seized by Arab hijackers. The audience, at 22 per cent, was about average for the series, the index of audience enjoyment a typically high 82.
- . On Monday, in the 9:00-10:00 pm slot normally occupied by 'The Bold Ones', the network this week presented THE SASKATCHEWAN, a documentary portrait of Canada's relatively little-known Saskatchewan River. Narrated by singer-composer Ian Tyson and including several songs by Ian and Sylvia, the program was one originally shown some five years ago as part of the 1965-66 season's 'Canada 99' series. At that time it rated an index of audience enjoyment of 81. Somewhat more enjoyed by westerners than by viewers living in eastern Canada, the repeat broadcast rated a similarly high index of enjoyment of 79. The 20 per cent audience to this week's broadcast was just slightly smaller than the usual 24 per cent audience to the pre-empted 'The Bold Ones'.
- . At 10:00-10:30 pm Monday, THE NATURE OF THINGS presented 'A Celebration of Swans', a study of the life cycle of the rare trumpeter swan. Like most 'Nature of Things' programs on wildlife and the outdoors, this one was much enjoyed by the great majority of those who watched it, the index of enjoyment being a typically high 85. The audience was 11 per cent, up 2-3 percentage points from the audience to the immediately preceding 3-part series 'A Sense of Time', and just short of the 12-13 per cent audiences averaged by the earlier 'Nature of Things' series on conservation. (This week's broadcast of 'A Celebration of Swans' was a repeat, the first showing being in May 1969 at a time of the year when the CBC panel was not in operation. No audience data was therefore obtained on this original presentation.)
- . At 10:30-11:00 pm on Monday, MAN ALIVE reviewed the 13th century assassination of Thomas Becket. For the fourth consecutive week, viewing was at the 5-6 per cent mark - the same audience level maintained by 'Man Alive' throughout 1969-70 but short of the peak 9-10 per cent audiences attracted on several occasions this season. General viewer reaction to this week's program was not particularly enthusiastic, the resultant index of audience enjoyment being a rather low 60 - average for the current 'Man Alive' series, 66.

TABLE 3
PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 25-31, 1970

DAY	TIME (Eastern, pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 25th	7:00- 7:30	Local Programming		#	PAT BOONE SPECIAL
	7:30- 8:00	Metronet only			
	8:00- 8:30	A GIFT FOR MAGGIE	11	FRIDAY NIGHT MOVIE ('White Christmas')	
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	11		
	9:30-10:00				
	10:00-10:30	Metronet only		9	F.B.I.
10:30-11:00					
SUN 27th	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	17	11	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	17	12	MATT LINCOLN
	8:00- 8:30	ED SULLIVAN	20		
	8:30- 9:00			13	HERE'S LUCY
	9:00- 9:30	CORWIN	15	9	WS
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	9	18	MARCUS WELBY, M.D.
10:30-11:00					
MON 28th	7:00- 7:30	Local Programming		11	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	23	8	NASHVILLE NORTH
	8:30- 9:00	FRONT PAGE CHALLENGE	17		
	9:00- 9:30	THE SASKATCHEWAN (Repeat)	16	27	CAROL BURNETT
	9:30-10:00				
	10:00-10:30	THE NATURE OF THINGS (repeat)	9	23	IRONSIDE
10:30-11:00	MAN ALIVE	4			
TUE 29th	7:00- 7:30	Local Programming		16	+ THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			19	MOD SQUAD
	8:00- 8:30	RED SKELTON	20		
	8:30- 9:00	TELESCOPE	7	18	+ ROOM 222
	9:00- 9:30	YOU OWE ME ONE HONEYMOON	10	20	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT ('That Was 1970')	13	8	BARBARA McNAIR
10:30-11:00					
THU 31st	7:00- 7:30	Local Programming		12	+ FAMILY AFFAIR
	7:30- 8:00	Metronet only		7	THIS IS TOM JONES
	8:00- 8:30	AND A LITTLE BIT OF OOM-PAH	7		
	8:30- 9:00				
	9:00- 9:30	Metronet only		17	DEAN MARTIN
	9:30-10:00			#	A CONVERSATION WITH THE PRIME MINISTER
	10:00-10:30	Not Complete Network	10	+ MANNIX	
10:30-11:00					
S-S	11:00-11:20	CBC NEWS	14	9	CTV NEWS

* Broadcast 11:30-11:45 P.M. on December 29.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

- The least favourably received of all network programs this week was the TELESCOPE (Tuesday 8:30-9:30 pm) profile of Canadian artist and filmmaker Michael Snow - index of audience enjoyment 47. Among the fifteen 'Telescope' profiles presented so far this season, only two others have met with such an overwhelmingly cool reception from their viewers - the October 20 program on 'sensitivity training' (index a record low 35) and the November 17 profile of singer Robert Charlebois (index 46). The remaining 'Telescope' programs have had indices of enjoyment in the 59-78 range - average for the entire series to date, 64. The audience to this week's program was 9 per cent, slightly below the 11 per cent average for the series.
- Following 'Telescope', at 9:00-10:00 pm the network presented YOU OWE ME ONE HONEYMOON, a CBC-produced variety special featuring the music of many lands interspersed with a few light comedy sketches. The 13 per cent audience was only about half the size of the audience normally attracted to the pre-empted 'Storefront Lawyers' program, but about the same size as the audience to a similar type of program featuring Ivan Romanoff and his Orchestra, broadcast last March 29th in the Sunday 9-10 pm slot. Audience reaction to this week's program was, however, much less enthusiastic than to last season's Romanoff special, the indices of audience enjoyment being 63 and 75 respectively.
- Then at 10:00-11:00 pm TUESDAY NIGHT, hosted on this occasion by Lloyd Robertson, presented 'That Was 1970', a program recounting some of the major events and issues of the past year. Contributing were CBC foreign correspondents Ab Douglas, David Halton, Bill Cunningham and Don McNeill, and Ottawa and Montreal correspondents Ron Collister and Peter Daniel. At 15 per cent, the audience was the biggest attracted to a 'Tuesday Night' program so far this season and about equal to the peak audience for last season's 'Thursday Night' series. 'That Was 1970' was fairly well received, the index of enjoyment being 74 as against the current 'Tuesday Night' norm of 68 and an index of 72 for last season's year-end news review on 'Thursday Night'.
- In the Wednesday 9:00-10:00 pm slot, the network this week presented WRING OUT THE OLD starring the Don Harron and Michael Magee characters, Charlie Farquharson and Fred Dobbs, in a series of satirical sketches on past news events. The audience was 15 per cent - slightly bigger than the audience to the last year-end Harron-Magee show, 'And That's The News? Goodnight!', presented on New Year's Eve last year at 8:30 pm. As with last season's show, a substantial minority of those who watched 'Wring Out The Old' very much enjoyed it, but there were many who were quite unimpressed; the resultant index of enjoyment for the audience as a whole was 57 - just short of the index for 'And That's The News' but well below the current season's index of 73 for all CBC network programs.
- Following this, at 10:00-11:00 pm, THIS LAND presented a program of music and folklore reflecting the historical and economic development in Canada. The 11 per cent audience was just about average for 'This Land', the index of enjoyment of 73 substantially below the high average index of 80 for the series.

TAKE THIRTY, normally telecast each weekday at 3:00-3:30 pm, was this week pre-empted on Friday by special Christmas programming. The four remaining 'Take Thirty' programs had a rather mixed reception. Indices of enjoyment for individual programs ranged from a high of 77 for Wednesday's visit with physical fitness expert Lloyd Percival to a low of 68 for the Thursday program featuring the rock group, 'The Perth County Conspiracy'. Monday's repeat of a 'Take Thirty' program from Winnipeg on the appeal of high powered cars and the Tuesday interview with author Morton Hunt had indices in the 72-74 range. The daily audience to 'Take Thirty' this week averaged the usual 4 per cent.

On Thursday at 8:00-9:00 pm, the network this week presented AND A LITTLE BIT OF OOM-PAH, a CBC-produced musical featuring Howard Cable and his band, Catherine McKinnon and members of the National Ballet of Canada. The New Year's Eve audience to the program, at 9 per cent, was much below normal for this Thursday time period though still in line with the size of audience attracted to last year's New Year's Eve mid-evening specials - a 12 per cent audience for 'And That's The News' at 8:30 pm, and a 9 per cent audience for the drama 'A Shoe Full of Stones' at 9:30 pm. Although the majority of those who watched 'And A Little Bit of Oom-Pah' enjoyed it to some degree, only a minority of viewers gave it the maximum possible rating on the enjoyment scale. As a result, the index of audience enjoyment was 62 - well below the norm for all CBC network programs this season.

Finally, the special Christmas Day (Friday) programs. Shown on varying numbers of CBC stations, only some of these obtained large enough audiences to provide reliable estimates of the extent of viewer enjoyment:

- Leading off the CBC's Christmas Day network programming (at 10:00-10:30 am) was the re-instated and re-vamped QUEEN'S CHRISTMAS MESSAGE. Extended to include other members of the Royal Family, the broadcast drew a 10 per cent audience and rated an index of enjoyment of 84 - an overall performance almost identical to that of the 1968 'Christmas Messages' program which ran for only 10 minutes and included greetings by the Queen and Prime Minister Trudeau.

Next came two early-afternoon programs shown on CBC metronet and some CBC affiliated stations. The first was a repeat of last year's full network special CUE THE ANGELS which featured Grade 6 pupils from Whitney Public School in Toronto in their own nativity play and Christmas puppet show. Broadcast this year at 12:30-1:00 pm, the program again drew an adult-teenage audience of 1 per cent. Then at 2:00-2:30 pm came a musical from St. John's, Newfoundland, WALKING HAPPY. Hosted by Ray Bellew, this featured winter scenes of Newfoundland with Christmas songs by the 'Walking Happy Chorus'. The audience was 2 per cent.

- . At 3:00-3:30 pm on Christmas afternoon, the full network carried CHRISTMAS AT STE MARIE, a CBC film record of a three-day visit to the site of the 17th century Jesuit mission at Ste. Marie-Among-The-Hurons. Audience 3 per cent.
- . Following this, at 3:30-4:00 pm, the network repeated CHRISTMAS REMEMBERED, a film of the sights and sounds of Christmas by Czechoslovakian filmmaker Miroslav Ondracek. The audience was 3 per cent - up one percentage point from last Christmas when it ran from 10:00-10:30 am but still too small an audience to provide a reliable indication of viewer enjoyment.
- . Then at 4:00-4:30 pm came a repeat showing of last week's 'Man Alive' program GOD IS ??? which reported on the results of a CBC-sponsored competition in which children across Canada expressed their concept of God. The adult-teenage audience was 3 per cent.
- . Then at 5:30-6:00 pm on Christmas afternoon, the full network carried a special edition of the regular Sunday afternoon series HYMN SING. This drew a 7 per cent audience and was very warmly received, the index of audience enjoyment being a high 88.
- . Later on Christmas night, from 8:00-9:00 pm, came A GIFT FOR MAGGIE, a CBC-Winnipeg-produced musical drama based on a story by O. Henry starring Robin Ward and Karen Marklinger. The full network audience was 9 per cent - much bigger than the 4 per cent audience at 8:30-9:00 pm on Christmas night last year to the network presentation of the jazz music of Phil Nimmons and his band, but short of the 12 per cent audience at 8:00-9:00 pm on Christmas night the previous year to a musical version of the James Thurber fairy tale 'The Thirteen Clocks'. Audience reaction to 'A Gift For Maggie' was not too favourable on the whole, the index of enjoyment being a rather low 58.
- . Following this, at 9:00-10:00 pm, a special edition of the TOMMY HUNTER SHOW featured the 'Hunter' regulars at a Christmas skating party with their families, also appearances by Elmer Iseler and the Festival Singers, the group of young singers from Newfoundland known as The Sanderlings, and singer-composer Bob Ruzicka. At 16 per cent, this Christmas night audience was much smaller than the usual Friday evening audience to 'Tommy Hunter' which averages about 21 per cent. Those who did watch the program, however, much enjoyed it - index of audience enjoyment a high 81.

- . Following this, at 10:00-11:00 pm, the metronet stations carried A TIME FOR GIVING, a program on Christmas as seen through the eyes of a small child. The audience was 2 per cent nationally, 3 per cent in that part of the country where the program was available.

A CBC RESEARCH REPORT

TV/71/9

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 1 - 7, 1971

THIS WEEK

Special network programming this week included coverage of the 'New Year's Addresses' by the Governor General and Prime Minister, a two-hour 'CBC White Paper' on the functioning of the parliamentary process, and the following sports broadcasts - live coverage of the 'National Football Conference Championship Game' between Dallas and San Francisco, coverage of California's annual 'Rose Bowl Game' and 'Tournament of Roses Parade' and 'Sports 70', highlighting major sporting events of the past year. The week also marked the network debuts of 'Country Canada' and the afternoon quiz series 'What On Earth', and saw the return of 'Audubon Wildlife Theatre' and (on CBC metronet stations) 'The Forsyte Saga'.

Pre-empted throughout the country this week were the regular Friday afternoon programs, plus 'Julia', 'The Nature of Things', 'Somerset Maugham Theatre' and 'Sports Week'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 1 - 7, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:31	43	75
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	77
THE INTERNS	Thu. 8:00- 9:00	26	79
RED SKELTON	Tue. 8:00- 8:30	24	75
* ED SULLIVAN	Sun. 8:00- 9:00	24	59
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	84
THE BOLD ONES	Mon. 9:00-10:00	23	78
STOREFRONT LAWYERS	Tue. 9:00-10:00	23	76
TOURNAMENT OF ROSES PARADE	Fri. 11:30- 1:45	22	89
ROSE BOWL GAME	Fri. 4:45- 8:04	22	77
CORWIN ('Do Not Go Gentle')	Sun. 9:00-10:00	21	74
+ ROWAN AND MARTIN	Fri. 8:00- 9:00	21	70
TOMMY HUNTER	Fri. 9:00-10:00	18	76
CBC NATIONAL NEWS	S-S. 11:00-11:21	18	78
FOOTBALL-NFL (Dallas at San Francisco)	Sun. 5:00- 7:59	16	78
* ADVENTURES IN RAINBOW COUNTRY	Sun. 3:30- 4:00	16	79
+ COUNTRYTIME	Sat. 10:33-11:00	16	73
TELESCOPE (on TV program Sesame Street)	Tue. 8:30- 9:00	14	71
THIS LAND	Wed. 10:00-11:00	13	85
CBC WEEKEND	Sun. 10:00-11:00	12	75
TUESDAY NIGHT			
('Separatism-A Decade In Perspective')	Tue. 10:00-11:00	12	68
'CBC WHITE PAPER'	Wed. 8:00-10:00	10	44
MAN ALIVE	Mon. 10:00-11:00	10	75
EDGE OF NIGHT	M-Th. 3:30- 4:00	9	80
THE GALLOPING GOURMET	M-Th. 4:00- 4:30	8	71
NEW YEAR'S DAY ADDRESSES	Fri. 4:15- 4:30	7	72
(Governor General-Prime Minister)			
+ BILL COSBY	Sun. 7:30- 8:00	7	76
* SPORTS 70	Sat. 3:00- 4:00	4	78
* COUNTRY CANADA	Sun. 1:30- 2:00	4	76
*+ TAKE THIRTY	M-F. 3:00- 3:30	4	77
* AUDUBON WILDLIFE THEATRE	Sun. 2:30- 3:00	4	89
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$
'THE SKY BELOW ME, THE CROWD ABOVE ME'	Fri. 1:45- 2:00	3	\$
'THE RINK'	Fri. 4:00- 4:15	2	\$
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Pre-empted in some areas (in case of multi-day programs, on one or more occasions)

‡ Joined in progress at 8:05 P.M. in Ontario and Quebec

\$ Sample too small for reliable reporting of enjoyment level

more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week marked the network debut of the new 12-part AUDUBON WILDLIFE THEATRE series which will focus on wildlife in different parts of the world. Though this opening program was broadcast at 2:30-3:00 pm in Ontario and Quebec and at various other times across the country, the series will normally run in the Sunday 5:00-5:30 pm slot. For this reason, the 4 per cent audience to this Sunday's program is probably not predictive of the size of future 'Audubon' audiences. The index of enjoyment of 89 for this broadcast - a visit to the Oriskany wildlife preserve in northern Quebec - was, however, about equal to the high average index of 88 maintained by the original 'Audubon' series in 1968.
- At 9:00-10:00 pm on Sunday evening the network presented the final program of the seven-part CORWIN medical drama series - 'Do Not Go Gentle', written by M. Charles Cohen and with Jennifer Leak as guest star. The audience was 21 per cent, the index of enjoyment 74 - both about average for the series. Weekly audiences to 'Corwin' have varied within a narrow 19-24 per cent bracket with individual

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 1 - 7, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
MIKE NEUN	Mon. 7:30- 8:00	9	73
*‡ HYMN SING	Sun. 3:00- 3:30	8	84
SATURDAY'S HEROES	Sat. 4:00- 5:00	6	77
VIEWPOINT	M-F. 11:22-11:29	3	65
UPDATE	Sat. 6:00- 6:30	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
WHAT ON EARTH	Mon. 2:00- 2:30	1	\$
‡ DOUBLE EXPOSURE	M-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
* THE WONDERFUL WORLD OF DISNEY	Sun. 4:00- 5:00	14	80
THE ODD COUPLE	Thu. 7:30- 8:00	10	76
BEVERLY HILLBILLIES	M-Th. 5:30- 6:00	10	76
SINGALONG JUBILEE	Wed. 7:30- 8:00	7	74
ZUT	Sat. 7:00- 7:30	6	65
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	66
PROGRAM X	Thu. 9:00- 9:30	5	40
('The Double-Jointed Turned-On Picnic')			
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	5	60
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	5	75
MUSIC ALBUM	Thu. 9:30-10:00	4	75
ELWOOD GLOVER'S LUNCHEON DATE	M-Th. 12:30- 1:00	2	\$
55 NORTH MAPLE	M-Th. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:49	30	80
CAROL BURNETT	Mon. 8:30- 9:30	24	79
MOD SQUAD	Tue. 7:30- 8:30	21	82
THE UNDERSEA WORLD OF JACQUES COUSTEAU	Mon. 10:00-11:00	19	87
('Lagoon of the Lost Ship')			
DEAN MARTIN	Thu. 8:30- 9:30	18	76
JOHNNY CASH	Tue. 9:00-10:00	16	77
MANNIX	Thu. 10:00-11:00	16	79
MARCUS WELBY, M.D.	Sun. 10:00-11:00	14	83
FRIDAY NIGHT MOVIE ('Doctor In Clover')	Fri. 8:00-10:00	14	70
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	74
FAMILY AFFAIR	Thu. 7:00- 7:30	13	79
ACADEMY PERFORMANCE ('Eye of the Cat')	Sat. 8:00-10:00	13	65
F.B.I.	Fri. 10:00-11:00	13	79
HERE'S LUCY	Sun. 8:30- 9:00	13	75
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	74
ANDY WILLIAMS	Fri. 7:00- 8:00	12	71
GLEN CAMPBELL	Sat. 7:00- 8:00	11	72
UNTAMED WORLD	Sun. 7:00- 7:30	10	84
+ UFO	Mon. 7:00- 8:00	10	65
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	80
* CTV NATIONAL NEWS	S-S. 11:00-11:20	8	78
+ TOM JONES	Thu. 7:30- 8:30	8	69
BARBARA McNAIR	Tue. 10:00-11:00	7	61
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	54
W5	Sun. 9:00-10:00	5	\$
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	79
TROUBLE WITH TRACY	M-Th. 3:30- 4:00	4	70
+ SPORTS BEAT '70	Wed. 10:50-11:19	4	73
ANOTHER WORLD	M-Th. 3:00- 3:30	3	78
FAMOUS JURY TRIALS	M-Th. 2:30- 3:00	2	69

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

‡ Pre-empted in some areas (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

indices of enjoyment ranging from a low of 71 to a high of 79. Though last year's original five-part 'Corwin' series drew about this same size of audience it was, on the whole, much less favourably received with an average index of enjoyment of only 64.

- . Main items this week on CBC WEEKEND (Sunday 10:00-11:00 pm) were: a 30-minute report on the political situation in Chile including talks with President Salvador Allende and other members of his Marxist government; a comment on the FBI by former agent William Turner; an excerpt from a West German report on the Canadian FLQ crisis; and (as a follow-up to an item on last week's program) a talk with three American servicemen about their experience of and views on North Vietnamese prisoner of war camps. The broadcast as a whole was well received, the index of enjoyment of 75 being about average for the current series. As with the previous week's program, the item on the American prisoners in North Vietnam proved to be the most interesting part of this week's program to those who watched. The audience was the same size as the week before (12 per cent) and about average for 'CBC Weekend' this season. (More detailed information on reactions to the content of this program has been separately reported.)
- . At 10:00-11:00 pm Friday, CBC metronet stations began a repeat of the BBC series THE FORSYTE SAGA which just ended a 26-week run this past September in the 'Sunday At Nine' slot on the full network. The New Year's Day audience to 'The Forsyte Saga' was 5 per cent at the national level, 7 per cent within the metronet area where the program was fully available. Judging by the size of the audiences to other regular network programs on this first day of the new year, this is probably a smaller audience than may be expected in later weeks. This week's opening episode was much enjoyed with an index of audience enjoyment of 75 - much above the index of 63 recorded for the first showing of this same episode last April and, in fact, about equal to the recorded high for the original 'Forsyte' series.
- . At 1:30-2:00 pm on Sunday afternoon (in all areas except B.C. where it was rescheduled) COUNTRY CANADA - a new version of the vintage 'Country Calendar' series - made its debut on the full network. In addition to its main item - a report on the tomato industry in Canada - this opening program included a 'rural cameo' segment in which author H. Gordon Green reminisced about life in a small rural community and introduced the various commentators from across the country who will contribute to the series throughout the year. The audience was 4 per cent, the index of audience enjoyment 76 - an overall performance fairly typical of this season's 'Country Calendar' series.
- . Entitled 'Alive and Kicking', this week's MAN ALIVE (Monday 10:00-11:00 pm) focused on the over-65 generation and, in a series of interviews with senior citizens, discussed their day-to-day activities, health and money problems, opinions on various topics and general attitude to life. At 10 per cent, the audience was about twice as big as audiences that the series has been attracting in recent weeks; it was, in fact, one of the biggest audiences to a 'Man Alive' program this season. With older viewers

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 1 - 7, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 1ST	8:00- 8:30	* ROWAN AND MARTIN		17	17	FRIDAY NIGHT MOVIE ('Doctor In Clover')
	8:30- 9:00					
	9:00- 9:30	TOMMY HUNTER		13		
	9:30-10:00					
	10:00-10:30	Metronet only			16	F.B.I.
10:30-11:00						
SUN 3RD	7:30- 8:00	VARIOUS			#	HEE HAW
	8:00- 8:30	* ED SULLIVAN		20	16	HERE'S LUCY
	8:30- 9:00					
	9:00- 9:30	CORWIN		17	6	W5
	9:30-10:00					
	10:00-10:30	CBC WEEKEND			10	17
10:30-11:00						
MON 4TH	7:00- 7:30	Local Programming			12	+ UFO
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	THE PARTRIDGE FAMILY	26	#	+ ROOM 222	
	8:30- 9:00	FRONT PAGE CHALLENGE	20	29	CAROL BURNETT	
	9:00- 9:30	THE BOLD ONES			19	16
	9:30-10:00					
	10:00-10:30	MAN ALIVE	7	23	THE UNDERSEA WORLD OF JACQUES GOUSTEAU ('Lagoon Of The Lost Ship')	
10:30-11:00						
TUE 5TH	7:00- 7:30	Local Programming			17	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00					
	8:00- 8:30	RED SKELTON	19	26	MOD SQUAD	
	8:30- 9:00	TELESCOPE	12	#	NASHVILLE NORTH	
	9:00- 9:30	STOREFRONT LAWYERS		18	20	JOHNNY CASH
	9:30-10:00					
	10:00-10:30	TUESDAY NIGHT ('Separatism - A Decade In Perspective')			11	9
10:30-11:00						
THU 7TH	7:00- 7:30	Local Programming			17	FAMILY AFFAIR
	7:30- 8:00	Metronet Only			10	+ THIS IS TOM JONES
	8:00- 8:30	THE INTERNS		21		
	8:30- 9:00					
	9:00- 9:30	Metronet Only			22	DEAN MARTIN
	9:30-10:00					
	10:00-10:30	8	HERE COME THE SEVENTIES			
10:30-11:00	Not Complete Network			20	MANNIX	
S-S	11:00-11:20	CBC NEWS		15	10	* CTV NEWS

* Pre-empted in the Maritimes and joined in progress at 8:05 P.M. in Ontario and Quebec

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

in the 50-plus age group making up over half the total audience and being specially appreciative of the program, the index of enjoyment for the audience as a whole was 75. This is no less than 9 points above the average level of audience enjoyment for the current 'Man Alive' series (index 66).

- . On Monday at 7:30-8:00 pm on the metronet and on some CBC affiliated stations, the MIKE NEUN SHOW this week had its most favourable audience reception of the season. The program, which featured The Irish Rovers and Irene Butler as guest performers, rated an index of audience enjoyment of 73 - 5 points above the previous high for the series and much above its average enjoyment index of 55. This index of 73 for Monday's 'Mike Neun' show also compares quite favourably with the enjoyment levels maintained this season by such other CBC musical series as 'Singalong Jubilee' (73), 'Countrytime' (76), 'Tommy Hunter' (74) and 'Music Album' (68). The size of this week's 'Mike Neun' audience (9 per cent nationally, 12 per cent in that part of the country where the program is fully available) was also up slightly from recent weeks. It should be noted here that it was the main guests on this week's show rather than the regular performers or the new 'In The Round' format that proved specially popular with the audience. Indeed, results of special questioning indicate that The Irish Rovers were received with much more enthusiasm than was Mike Neun himself - a result that suggests future programs in the series may well have difficulty in duplicating this week's high overall performance.
- . At 9:00-9:30 pm on Thursday, CBC metronet stations carried 'The Double-Jointed, Turned-On Picnic', the fourth program of the new open-format drama, poetry, music and film series PROGRAM X. The audience was 5 per cent nationally and 8 per cent within the metronet area where the series is available - just slightly smaller than audiences attracted in this same Thursday slot by the immediately preceding metronet series 'Theatre Canada'. However, with an index of audience enjoyment of 40, this week's 'Program X' drama succeeded only in matching the lowest index recorded for any program in the 13-part 'Theatre Canada' series, the average index of which was 58.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) had another generally favourable reception this week, the average index of audience enjoyment for the five broadcasts being 77. Partially pre-empted and re-scheduled in western areas, the New Year's Day repeat of a program highlighting the missionary work of Canadian priest Father Murray Abraham had an audience that involved too few panel members to provide reliable information on audience enjoyment. Most enjoyed of the four remaining programs were Tuesday's visit with Gordon Sinclair (index 82) and the Thursday look at life in Hong Kong as filmed by CBC foreign correspondent Bill Cunningham (index 79). The Monday and Wednesday 'Take Thirty' programs each rated an index of 74. These were: on Monday, a repeat of a program showing a group of children learning to play musical instruments by the Suzuki method and on Wednesday, a study of the publishing industry in Canada. Aside from New Year's Day, viewing of 'Take Thirty' this week remained at the usual 4-5 per cent level.

Due to recent changes in CTV scheduling, TELESCOPE (Tuesday 8:30-9:00 pm) which used to run in direct opposition to the popular 'Room 222' series, is now directly opposed on CTV stations by the country music series 'Nashville North'. This latter series previously ran on Monday evenings at 8:00-8:30 pm and drew no more than half as many viewers as 'Room 222'. For this or other reasons, 'Telescope' this week drew one of its biggest audiences of the current season - 14 per cent as against usual 'Telescope' audiences of 9-12 per cent. The program, 'Seeds of Sesame', which provided viewers with a behind-the-scenes look at the award-winning children's television show 'Sesame Street', was also fairly well received by 'Telescope' standards, the index of audience enjoyment of 71 being much above the relatively low enjoyment norm for the series (63).

As its final program of 1970, TUESDAY NIGHT (10:00-11:00 pm) this week presented 'Separatism-A Decade In Perspective', a CBC documentary tracing the development of the Quebec separatist movement from its beginning in 1960 to 1970 when members of the Parti Quebecois first entered the National Assembly. Narrator was Montreal journalist-broadcaster Peter Desbarats. Special questioning revealed that a substantial minority of those who had watched the program found it highly interesting and very informative, many also expressing their appreciation of the clarity and seeming objectivity of the reporting and documentation. Many other viewers, however, were much less favourably impressed, quite a number objecting to the program on the grounds that it was just one more program on a subject that, in their view, had already been over-exposed on television. The net result was an index of enjoyment of 68 - equal to the average index for the 'Tuesday Night' series as a whole. The audience, at 12 per cent, was down several percentage points from the peak audience to last week's year-end news review but still slightly above average for 'Tuesday Night'.

On Wednesday, 8:00-10:00 pm, the network presented a CBC WHITE PAPER subtitled 'The Noblest of Callings - The Vildest of Trades', a study of the parliamentary process, with examples from Canada, Britain and the United States, and with special emphasis on the role of the backbencher. A 10 per cent audience, representing some 1.2 million adults and teenagers, watched some part of the two-hour broadcast - but a first indication of audience dissatisfaction is provided by the fact that almost half of this number stopped watching before the end of the program, some after spending only a short time watching. This apparent inability of the program to hold its audience was also reflected in viewers' reaction to the program content. While about one-quarter of all viewers rated 'The White Paper' at the extreme end of the enjoyment scale as a program that they had enjoyed "very much", there was a counterweight of directly opposite opinion expressed by about another quarter of the total audience who didn't enjoy the program "at all". This, taken in conjunction with expressions of more moderate opinion from other viewers, gave the program an index of enjoyment of only 44 for the audience as a whole. Nor did reaction to the program differ significantly between men and women viewers, between those of varying ages and educational levels, nor between viewers in metro areas and those living in less densely populated parts of the country.

Special questioning revealed that much of the audience dissatisfaction was grounded in that old complaint - the inability of the viewer to follow the program and to understand what it was 'getting at'. Specific criticisms were varied. Why did the camera have to keep jumping about so suddenly, and with no apparent reason, from one speaker to another, from one topic to another and even from one country to another? For many viewers this apparently made the program very disjointed and difficult to follow. Many also felt that the Canadian parliamentary situation would have been easier to understand without these intruding excerpts from Britain and the U.S. There was also, some people felt, "too much talk", much of it using a political jargon that some viewers found difficult to understand. Additionally, there was some feeling (by no means an uncommon reaction to CBC programs) that the title of this broadcast, 'The White Paper', had been inappropriate and had in fact misled many people as to what to expect. In fact, in response to a standard scale question concerning clarity of presentation, close to half of all viewers of the program expressed the opinion that the subject had been presented in a "confused manner". While the records show that no information program is ever entirely free from such criticism, the extent of complaint in this case is abnormally great - greater indeed than for any other information program this season on which such information is available. Other viewers were less specific in their criticism complaining simply that the subject, rather than the presentation, was dull and of no particular interest to them. Nor was there much compensatory feeling among the audience that, whatever their opinion of the program, at least they felt they had learned a lot from it. In fact, there was relatively little feeling of this kind in contrast to the widespread feeling among viewers that, having watched this program, they knew "little" or "no more" about the subject than they had known before: almost exactly two viewers in every three felt this, again an unusually large percentage for an information program.

While it was unfortunately not possible to obtain separate quantitative ratings of any kind on the documentary itself and on the discussion which followed it (chaired by Robert MacKenzie), the general indications are that this concluding section of the program was relatively free from severe criticism and that, for some people, it was the only part of the program that offered any real insight into the role and problems of the backbencher.

Following this, at 10:00-11:00 pm Wednesday, THIS LAND presented an historical portrait of the Haida Indians of the Queen Charlotte Islands. With a slightly bigger-than-usual audience of 13 per cent, the program was very well received, index of audience enjoyment a high 85. This is an increase of 12 index points over the level of enjoyment attained by last week's folklore-music account of the historical and economic development of Canada and about 4 index points above the high average index of audience enjoyment for the series.

- . At 4:15-4:30 pm on Friday, the network carried the traditional NEW YEAR'S DAY ADDRESSES by Governor General Michener and Prime Minister Trudeau. Viewing was at the 7 per cent mark, the index of audience enjoyment 72 - virtually unchanged, in both respects, from last year.
- . The annual ROSE BOWL GAME was telecast live on the network on Friday, 4:45-8:04 pm eastern time. This year's telecast - of the game between Stanford and Ohio State Universities - had an audience of 22 per cent and an index of enjoyment of 77 - if anything, a slightly bigger audience than last year, but virtually the same level of audience enjoyment.
- . Earlier that day, from 11:30am-1:45pm EST, the network provided live coverage of the 82nd annual TOURNAMENT OF ROSES PARADE. This drew an equally big 22 per cent audience (down slightly from last year when it drew a 25 per cent audience) and, as always, was very much enjoyed by those who watched it - index 89.

A CBC RESEARCH REPORT

TV/71/10

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 8 - 14, 1971

THIS WEEK

There were just two full network specials this week - a music-documentary on 'The National Arts Centre Orchestra' and a US-produced 'Super Comedy Bowl'. In addition, the metronet and some CBC affiliates presented a repeat of 'Flight 751' on Canada's Northwest Territories. The week also saw the return to the full network of 'The New Majority' and marked the debut of the metronet series 'Suzuki On Science'. Regular CBC programs pre-empted throughout the country were 'Ed Sullivan' and 'The Nature of Things'.

Specially to be noted this week is the fact that, for the first time, 'The Wonderful World of Disney' is reported both as a metronet program (the form in which it is 'sold') and as a full network program - the latter made possible by the fact that 'Disney' is currently carried by virtually all CBC affiliated stations.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 8 - 14, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:34	44	78
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	41	86
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	32	77
'SUPER COMEDY BOWL'	Sun. 8:00- 9:00	31	65
THE INTERNS	Thu. 8:00- 9:00	28	83
ROWAN AND MARTIN	Fri. 8:00- 9:00	28	67
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	27	75
RED SKELTON	Tue. 8:00- 8:30	25	77
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	80
TOMMY HUNTER	Fri. 9:00-10:00	24	80
STOREFRONT LAWYERS	Tue. 9:00-10:00	23	79
BILL COSBY	Sun. 7:30- 8:00	21	68
THE HART AND LORNE TERRIFIC HOUR	Sun. 9:00-10:00	20	51
THE BOLD ONES	Mon. 9:00-10:00	19	78
COUNTRYTIME	Sat. 10:36-11:00	19	73
CBC NATIONAL NEWS	S-S. 11:00-11:21	18	78
CBC WEEKEND	Sun. 10:00-11:00	18	78
SOMERSET MAUGHAM THEATRE ('Olive')	Wed. 8:00- 8:50	15	60
TUESDAY NIGHT ('North Vietnam Revisited')	Tue. 10:00-11:00	13	78
TELESCOPE (Profile of actor John Vernon)	Tue. 8:30- 9:00	13	74
THIS LAND	Wed. 10:00-11:00	12	85
EDGE OF NIGHT	M-F. 3:30- 4:00	10	82
THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	69
MAN AT THE CENTER	Mon. 10:00-10:30	7	65
(Profile of writer W.O. Mitchell)			
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	7	85
CBC CHAMPIONSHIP CURLING	Sat. 2:00- 3:00	7	81
THE NATIONAL ARTS CENTRE ORCHESTRA - WITH MARIO BERNARDI	Wed. 9:00-10:00	7	69
MAN ALIVE	Mon. 10:30-11:00	6	58
TAKE THIRTY	M-F. 3:00- 3:30	5	77
NATION'S BUSINESS	Sun. 11:15-11:21	4	62
(Progressive Conservative Party)			
COUNTRY CANADA	Sun. 1:30- 2:00	4	80
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	58
THE NEW MAJORITY	Sun. 4:00- 4:56	3	\$

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Broadcast in its regular Sunday 5:00-5:30 pm slot for the first time this season, AUDUBON WILDLIFE THEATRE this week drew a 7 per cent audience across the country - up 3 percentage points from the audience to last week's debut program and about the same size of audience that last season's 'Audubon' series drew in the early weeks of its 3-month run in the same Sunday slot. As with most 'Audubon' and other outdoor-wildlife broadcasts, this week's program - a look at the wildlife that inhabits the marsh areas of the State of Michigan - was highly acclaimed with an audience enjoyment index of 85.
- Measured on a full network basis for the first time, THE WONDERFUL WORLD OF DISNEY (Sunday 6:00-7:00 pm) had an adult-teenage audience of 41 per cent - second only this week to the 44 per cent audience to Saturday's 'Hockey' broadcast. As always, this week's 'Disney' program - part two of an adventure story 'Three Without Fear' - was also very much enjoyed with an index of audience enjoyment of 86.
- At 8:00-9:00 pm Sunday, the full CBC network carried THE SUPER COMEDY BOWL, a special US-originated salute to the gridiron in which an array of big-name television and film entertainers joined National Football League players in a series of comedy sketches, dance routines, and musical numbers. Though highly acclaimed by those teenagers who watched it (index of enjoyment for this section of the audience, 82), the broadcast was much less favourably received by adults who

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 8 - 14, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	14	83
MIKE NEUN	Mon. 7:30- 8:00	8	54
** KALEIDOSPORT	Sat. 4:00- 5:00	5	82
'FLIGHT 751' (on Northwest Territories) (Repeat)	Sun. 3:00- 4:00	4	94
UPDATE	Sat. 6:00- 6:30	3	70
VIEWPOINT	M-F. 11:22-11:29	3	66
'ONE MORE TIME'	Sun. 2:30- 3:00	2	\$
ENCOUNTER	Thu. 10:30-11:00	1	\$
ANALOG	Sun. 1:00- 1:15	1	\$
DOUBLE EXPOSURE	Tue-F. 2:00- 2:30	1	\$
WHAT ON EARTH	Mon. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	83
THE ODD COUPLE	Thu. 7:30- 8:00	10	75
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	9	77
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	73
ZUT	Sat. 7:00- 7:30	7	62
JULIA	Fri. 7:30- 8:00	7	75
PROGRAM X ('Open House')	Thu. 9:00- 9:30	6	72
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	6	62
THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	66
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	5	79
MUSIC ALBUM	Thu. 9:30-10:00	4	71
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	82
SUZUKI ON SCIENCE	Sun. 2:00- 2:30	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:28	30	83
CAROL BURNETT	Mon. 8:30- 9:30	24	79
MOD SQUAD	Tue. 7:30- 8:30	20	84
JOHNNY CASH	Tue. 9:00-10:00	18	80
ACADEMY PERFORMANCE ('Secret Ceremony')	Sat. 8:00-10:00	18	49
DEAN MARTIN	Thu. 8:30- 9:30	16	74
MANNIX	Thu. 10:00-11:00	16	80
F.B.I.	Fri. 10:00-11:00	16	78
IRONSIDE	Mon. 10:00-11:00	15	78
FAMILY AFFAIR	Thu. 7:00- 7:30	15	78
NATIONAL GEOGRAPHIC SPECIAL ('The Mystery Of Animal Behaviour') (Repeat)	Fri. 7:00- 8:00	15	89
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	78
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	67
FRIDAY NIGHT MOVIE ('Conspiracy To Kill')	Fri. 8:00-10:00	13	71
GLEN CAMPBELL	Sat. 7:00- 8:00	13	73
UNTAMED WORLD	Sun. 7:00- 7:30	12	86
HERE'S LUCY	Sun. 8:30- 9:00	9	75
+ UFO	Mon. 7:00- 8:00	9	69
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	74
+ TOM JONES	Thu. 7:30- 8:30	9	66
CTV NATIONAL NEWS	S-S. 11:00-11:20	9	79
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	70
W5	Sun. 9:00-10:00	7	69
BARBARA McNAIR	Tue. 10:00-11:00	7	58
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	5	73
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	71
+ SPORTS BEAT '70	Wed. 10:30-11:00	4	78
ANOTHER WORLD	M-F. 3:00- 3:30	3	77
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	67

* Re-scheduled in some areas.

‡ Not carried in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

outnumbered teenage viewers by about 6 to 1. As a result, the index of enjoyment for the audience as a whole was just 65, much below the average index of 73 for all CBC network programs this season, and particularly low for a network special. The audience was 31 per cent - slightly bigger than the 28 per cent audience that is normally attracted to the pre-empted 'Ed Sullivan'.

- The season's second HART AND LORNE TERRIFIC HOUR that followed in the Sunday 9:00-10:00 pm slot drew an audience that was only two-thirds this size - 20 per cent, about equal in size to audiences maintained by the just-completed 'Corwin' series throughout its 7-week run in this same 9-10 pm period. In line with audience reactions to the November 1st 'Hart and Lorne' show which rated an index of audience enjoyment of only 55, this week's program, featuring 'The Lighthouse' jazz-rock band and singer-composer James Taylor, was also far from enthusiastically received by most of those who watched it. The teenage section of the audience on the whole enjoyed it - index a fairly high 75. But teens in the audience were heavily outnumbered by adults and they - particularly those aged over 50 - were much less favourably impressed. The result was an index of enjoyment of only 51 for the audience as a whole - very much below average for network programs (see preceding paragraph).
- CBC WEEKEND (Sunday 10:00-11:00 pm) had another very favourable audience reception this week. As a whole the program rated an index of audience enjoyment of 78 - up 3 points from the week before and about equal to the previous high for the series. Major items in this week's program included a discussion of the results of a recent CBC Research survey on public attitudes to the law relating to abortion, including comment by Roman Catholic Bishop Carter; a report on the hazards of snowmobiling; and an interview with Ontario Energy and Resources Minister George Kerr on the subject of pollution. The program also included conversations with several female patrons of a Toronto 'dating bar' and a look at the 'new comics'. The abortion and snowmobile segments of the program both proved of very great interest to most of those who watched them, each ranking among the dozen or so 'Weekend' items which have stimulated the widest audience interest this season. Of much less interest, though still moderately well received, was the segment on pollution. Neither of the other two items on the program went over particularly well with the audience as a whole, each being markedly below the average level of interest for 'Weekend'. In addition to the specially favourable reception it received from those who watched it, this week's program also drew one of the biggest 'Weekend' audiences of the season - 18 per cent against a norm of 13 per cent for the series as a whole. Contributing at least in part to this audience increase was almost certainly the pre-emption on CTV stations this week of the highly popular 'Marcus Welby', the usual direct competition to 'Weekend', and its replacement by a program from the now defunct 'Matt Lincoln' series. Possibly contributing also was the pre-broadcast promotion of the abortion segment of this week's program. (More detailed information on viewer reactions to the content of this week's 'Weekend' has been separately reported.)

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 8 - 14, 1971

DAY	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 8TH	7:00- 7:30	Local Programming	19	NATIONAL GEOGRAPHIC SPECIAL (Repeat)
	7:30- 8:00	Metronet Only		
	8:30- 9:00	ROWAN AND MARTIN	22	FRIDAY NIGHT MOVIE ('Conspiracy To Kill')
	9:00- 9:30	TOMMY HUNTER	17	
	9:30-10:00			
	10:00-10:30	Metronet Only	20	F.B.I.
	10:30-11:00			
SAT 10TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	21	15 UNTAMED WORLD
	7:30- 8:00	BILL COSBY	17	#
	8:00- 8:30	'SUPER COMEDY BOWL'	30	#
	8:30- 9:00			11 HERE'S LUCY
	9:00- 9:30	THE HART AND LORNE TERRIFIC HOUR	18	#
	9:30-10:00			W5
	10:00-10:30	CBC WEEKEND	14	#
	10:30-11:00			MATT LINCOLN
MON 11TH	7:00- 7:30	Local Programming		11 + UFO
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	THE PARTRIDGE FAMILY	27	#
	8:30- 9:00	FRONT PAGE CHALLENGE	18	29 ROOM 222
	9:00- 9:30	THE BOLD ONES	14	16 CAROL BURNETT
	9:30-10:00			19 PIG 'N' WHISTLE
	10:00-10:30	MAN AT THE CENTER	5	
	10:30-11:00	MAN ALIVE	5	19 IRONSIDE
TUE 12TH	7:00- 7:30	Local Programming		18 THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			24 MOD SQUAD
	8:00- 8:30	RED SKELTON	20	
	8:30- 9:00	TELESCOPE	10	#
	9:00- 9:30	STOREFRONT LAWYERS	18	21 JOHNNY CASH
	9:30-10:00			
	10:00-10:30	TUESDAY NIGHT ('North Vietnam Revisited')	12	8 BARBARA McNAIR
	10:30-11:00			
WED 14TH	7:00- 7:30	Local Programming		10 FAMILY AFFAIR
	7:30- 8:00	Metronet Only		11 + THIS IS TOM JONES
	8:00- 8:30	THE INTERNS	22	
	8:30- 9:00			21 DEAN MARTIN
	9:00- 9:30			8 HERE COME THE SEVENTIES
	9:30-10:00	Metronet Only		
	10:00-10:30			20 MANNIX
	10:30-11:00	Not Complete Network		
S-S	11:00-11:20	CBC NEWS	15	11 CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

- On Tuesday, 8:30-9:00 pm, TELESCOPE presented a profile of Canadian actor John Vernon who starred in the CBC's highly successful 'Wojeck' series and is now appearing in major Hollywood and British-produced films. The 13 per cent audience was slightly above average for the series, the index of audience enjoyment 74 - much above the 'Telescope' enjoyment norm of 64 and second only, in the current series, to peak indices of 77-78 recorded for the October 27 and November 10 portraits of 'Eddie Albert' and 'Ombudsman George McClellan'. The complete audience record for 'Telescope' to date:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sep. 15	Movie actor Donald Sutherland	12	60
Sep. 22	Monsignor Athol Murray, founder of a boy's school in Saskatchewan	10	69
Sep. 29	Toronto composer Ben McPeck	9	59
Oct. 6	Edmonton bookseller and publisher, Mel Hurtig	9	67
Oct. 13	Monty Hall, Winnipegger and host of U.S. TV show 'Let's Make A Deal'	12	66
Oct. 20	Anna Palo-Heimo, founder of school of 'sensitivity training'	10	35
Oct. 27	U.S. film and TV star, Eddie Albert	15	77
Nov. 3	Vancouver journalist Pat Carney	12	70
Nov. 10	Ombudsman, George McClellan	12	78
Nov. 17	Singer-composer Robert Charlebois	10	46
Nov. 24	Pre-empted	-	-
Dec. 1	Former NBC newsman Chet Huntley	9	69
Dec. 8	Actor-singer Don Francks	9	66
Dec. 15	Author Farley Mowatt	12	68
Dec. 22	Adrienne and Stephen Clarkson	11	65
Dec. 29	Artist-filmmaker Michael Snow at Venice Biennale	9	47
Jan. 5	Children's TV show 'Sesame Street'	14	71
Jan. 12	Actor John Vernon	13	74
	<u>Range:</u>	9-15	35-78
	<u>Average:</u>	11	64

- . At 10:00-10:30 pm on Monday, MAN AT THE CENTER this week presented a profile of author W.O. Mitchell. The program visited him at the University of Alberta where he is writer in residence and, in a conversation with Lister Sinclair, touched on his childhood, his writing and general outlook on life. With a 7 per cent audience and an index of 65, the broadcast about matched the size of audience and viewer enjoyment norms for 'Man At The Center' programs this season.
- . This week's MAN ALIVE (Monday 10:30-11:00 pm) featured excerpts from the Toronto production of the New York musical, 'The Me Nobody Knows'. The audience was 6 per cent, just slightly below average for the current series but substantially smaller than the peak 10 per cent audience to the previous week's broadcast on the 'Over-65 Generation'. Nor was this week's program very well received by the audience as a whole, the index of enjoyment being only 58, well below the average index of 67 for the current 'Man Alive' series.
- . This week's program in the TUESDAY NIGHT series (10:00-11:00 pm) was 'North Vietnam Revisited', the second documentary on present-day North Vietnam produced by CBC correspondent Michael Maclear. Beginning where he left off in his previous program, 'Ho Chi Minh's People' (presented in last season's 'Thursday Night' series on October 23), Maclear on this occasion looked at some of the changes that have taken place in North Vietnam since the death of Ho Chi Minh. The audience was 13 per cent - about equal in size to the audience for the previous week's 'Tuesday Night' program on Quebec separatism and significantly bigger than the 10 per cent average audience for the series as a whole. Audience reaction to 'North Vietnam Revisited' was, on the whole, very favourable; the great majority of those who watched the program rated it (on the various rating scales) as a highly interesting, informative, and worthwhile piece of television journalism. The resultant index of enjoyment for the audience as a whole was 78 (for 'Ho Chi Minh's People' 75). This makes 'North Vietnam Revisited' one of the four or five most enjoyed programs of the current 'Tuesday Night' series, the average enjoyment index of which is 68. Aspects of the program that appear to have made most impression on viewers were the apparent enthusiasm and determination of the North Vietnamese people to rebuild their country in spite of the war, and the physically demanding work done by the women of North Vietnam. While there was the occasional viewer who dismissed the program as propaganda and a few who wondered about its political 'balance', these were marginal and rare criticisms of a program that was widely accepted as a penetrating and fair look at everyday life in North Vietnam.
- . At 9:00-10:00 pm on Wednesday, the network presented a special music-documentary on THE NATIONAL ARTS CENTRE ORCHESTRA and its conductor Mario Bernardi. Watched by a 7 per cent audience, the index of audience enjoyment was 69.

- . At the 12 per cent mark, this week's audience to THIS LAND (Wednesday 10:00-11:00 pm) was about average for the series. The program, a study of Canada's water resources and the problem of pollution, was as much appreciated by those who watched it as are most programs on this general topic - index of audience enjoyment a high 85.
- . With each of its five programs rating an index of enjoyment in the narrow 75-79 range for an average index of 77, TAKE THIRTY (weekdays 3:00-3:30 pm) this week had another generally favourable audience reception. The content: on Friday, a program that covered The Poor People's Conference and which dealt also with the subject of liver disease; on Monday, a repeat visit to Winnipeg's Mount Carmel Clinic; on Tuesday, a talk with Euell Gibbons, author and expert on the gathering and cooking of wild food; on Wednesday, discussions of the benefits of Vitamin C and the hazards of snowmobiling; and on Thursday, a visit to Hibbs Cove, Newfoundland where former New York artist George Noseworthy has established an art centre for children. The average day audience to 'Take Thirty' this week was 5 per cent, the cumulative audience for the five-day period, 10 per cent.
- . Making its fifth appearance on CBC metronet stations, PROGRAM X (Thursday 9:00-9:30 pm) this week presented a drama entitled 'Open House'. Written by Joy Fielding, the story concerned a young schoolteacher who, notwithstanding a number of killings in the area in which she lives, accepts a drive home with a stranger. Starring were Tedde Moore and Dominic Hogan. The audience was 6 per cent nationally and 9 per cent in the metronet area where the program was fully available - about equal in size to audiences attracted to the 'Theatre Canada' series when it ran in this same Thursday 9:00-9:30 pm on the CBC metronet earlier this season. The play, which many viewers reported had kept them in suspense from beginning to end, was well received by the audience as a whole, its index of enjoyment of 72 being far above the index of 40 for last week's drama 'The Double-Jointed Turned-On Picnic' (the only previous 'Program X' broadcast for which audience enjoyment data is available), and only just short of the average index of 74 for this season's seven-part 'Corwin' medical drama series. Altogether a very creditable performance from an audience point of view.
- . At 10:00-11:00 pm on Friday, CBC metronet stations carried the second program of the repeat FORSYTE SAGA series. The audience, unchanged from that of the New Year's Day opening drama, was 5 per cent nationally and 7 per cent within the metronet area. In line with audience reactions to the original and repeat showings of the 'Forsyte' opener, this second episode was much more favourably received by its relatively small metronet audience than it was by the much bigger full network audience it attracted last April, the index of audience enjoyment this week being a high 79 as against an index of just 66 for the first showing.

- . TOMMY HUNTER (Friday 9:00-10:00 pm) this week drew a 24 per cent audience - about equal to the previous high for the series and some 3-4 percentage points bigger than audiences to most 'Hunter' broadcasts this season. The program, featuring guests Wilf Carter, Garry Buck and Betty Mae, was also one of the most enjoyed programs of the current series, the index of audience enjoyment being 80 as against an average of 74 for the series to date.
- . MIKE NEUN (Monday 7:30-8:00 pm on the metronet and on some affiliated stations), which last week reached a peak enjoyment level of 73 with a program featuring 'The Irish Rovers', this week rated a much more typical index of 54. Special guests on this occasion were 'The Original Caste' folk-rock group and singer Gino Young. The size of the audience, at 8 per cent, was virtually unchanged from the previous week and still slightly above average for the series.
- . At 2:00-2:30 pm Sunday afternoon, SUZUKI ON SCIENCE, a new Vancouver-produced series on science and humanity, made its debut on CBC metronet stations. Host of the five-part series is Dr. David Suzuki, professor of zoology at the University of British Columbia and a geneticist of international repute. Topics discussed in the opening program included methods of determining the RH negative factor in a human foetus, new tests to detect mongolism in unborn children and "test tube babies". The audience was 2 per cent - unfortunately too small to provide a reliable measure of audience enjoyment of the program.
- . Returning to the Sunday 4:00-4:56 pm slot that it occupied last season, THE NEW MAJORITY this week drew a typically small audience of 3 per cent - here again involving too few panel members to provide a reliable indication of audience enjoyment. This opening broadcast was hosted by Ian McCutcheon and touched on such topics as youth unemployment, the Sault Ste Marie winter theatre, the Senate Committee's report on the mass media, and the effects of the War Measures Act.
- . At 3:00-4:00 pm on Sunday afternoon the metronet and some CBC affiliated stations presented a repeat of FLIGHT 751, a special film on Canada's Northwest Territories that was shown on the full network (ex the Prairies) this past November. The audience on this occasion was 4 per cent, the index of enjoyment 84 - about the same high level of enjoyment that was attained by the original broadcast.
- . The post-hockey country-music series COUNTRYTIME (at 10:30-11:00 pm in Quebec and Ontario and at corresponding local times in other areas) drew a 19 per cent audience this week - just marginally bigger than audiences to most regularly-scheduled broadcasts in the series since mid-November. Nor has there been any significant change in the level of audience enjoyment of 'Countrytime' in recent weeks, indices having remained within the same 73-78 range maintained earlier in the season. With an average audience of 17-18 per cent and an average enjoyment index of 76 over the season to date, 'Countrytime' now ranks as the only CBC post-hockey series on record to be so much enjoyed by so big an audience.

A CBC RESEARCH REPORT

TV/71/11

On

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 15 - 21, 1971

THIS WEEK

Special network programming this week included a two-part ballet special entitled 'The Fire Of Love', an extra edition of 'Man At The Center' and live coverage of two major sporting events - the NFL 'Super Bowl' football game and the 24th annual NHL 'All-Star Hockey' game.

Regular CBC programs pre-empted throughout the country included 'Suzuki On Science', 'The New Majority', 'The Nature of Things', 'Telescope', 'Storefront Lawyers', 'Tuesday Night', and 'This Land'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 15 - 21, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:36	47	80
NHL ALL-STAR HOCKEY GAME	Tue. 8:30-11:00	44	81
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	39	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	31	80
THE INTERNS	Thu. 8:00- 9:00	29	84
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	66
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	27	77
ED SULLIVAN	Sun. 8:00- 9:00	27	59
SUPER BOWL GAME	Sun. 2:00- 5:00	26	81
TOMMY HUNTER	Fri. 9:00-10:00	24	79
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	79
BILL COSBY	Sun. 7:30- 8:00	23	70
* RED SKELTON	Tue. 8:00- 8:30	23	75
THE BOLD ONES	Mon. 9:00-10:00	22	79
CBC NATIONAL NEWS	S-S. 11:00-11:21	18	79
‡ COUNTRYTIME	Sat. 10:30-11:00	17	76
SOMERSET MAUGHAM THEATRE ('The Unconquered')	Wed. 8:00- 8:50	17	68
'A SMALL REMEDY' (drama)	Sun. 9:00-10:00	16	50
CBC WEEKEND	Sun. 10:00-11:00	13	71
'THE FIRE OF LOVE' (ballet)	Wed. 9:00-10:00	10	55
+ EDGE OF NIGHT	M-F. 3:30- 4:00	9	80
CBC CHAMPIONSHIP CURLING	Sat. 2:00- 3:00	8	75
THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	72
* AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	7	86
MAN ALIVE	Mon. 10:30-11:00	6	75
MAN AT THE CENTER ('Roots')	Wed. 10:00-11:00	5	67
MAN AT THE CENTER (Profile of dramatist Esse Ljungh)	Mon. 10:00-10:30	5	60
TAKE THIRTY	M-F. 3:00- 3:30	4	74
* COUNTRY CANADA	Sun. 1:30- 2:00	4	78
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	4	63
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	59

* Re-scheduled in some areas.

‡ Toronto region: 10:30-11:00 pm EST; elsewhere joined in progress at 10:38 pm EST.

+ Pre-empted in British Columbia on Thursday.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . For the second consecutive week ADVENTURES IN RAINBOW COUNTRY (Sunday 7:00-7:30 pm) this week drew an adult-teenage audience of 27 per cent - somewhat bigger than the usual 'Rainbow Country' audience of 23 per cent and about equal to the previous high for the series. With an index of audience enjoyment of 79, this latest episode, 'Wall of Silence', was also one of the most enjoyed programs of this much enjoyed series (average index 74). In the common CBC-CTV reception area, 'Rainbow Country' continues to maintain a substantial audience lead over the 'Untamed World' series running in direct opposition on CTV stations, the ratio of their audiences on this occasion being about 3:2 in CBC's favour.
- . This week's program in the 'Sunday At Nine' slot (9:00-10:00 pm) was a drama entitled A SMALL REMEDY. Written by John Hale, the story concerned the dilemma of a young pacifist mother asked to provide references for a former boyfriend seeking a government job in germ warfare. Starring were Jackie Burroughs, Gerard Parkes, Richard Davidson and Michael Ayoub. The audience was 16 per cent - significantly smaller than audiences to the recently-completed 'Corwin' drama series and in fact one of the smallest 'Sunday At Nine' audiences this season. In the common CBC-CTV reception area, where 'Sunday At Nine' normally has a substantial audience advantage over CTV's 'W5' at this hour, this advantage was reduced this week to about 4 to 3 in CBC's favour. Nor did 'A Small Remedy' get a very favourable reception from those who watched it. About one viewer in four very much enjoyed the play, but many were much less enthusiastic than this and the index of enjoyment for the audience as a whole was just 50 - with no differences evident between men and women viewers or between those in the younger and those in the older age groups.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 15 - 21, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* HYMN SING	Sun. 5:30- 6:00	13	82
MIKE NEUN	Mon. 7:30- 8:00	8	50
KALEIDOSPORT	Sat. 4:00- 5:00	3	71
VIEWPOINT	M-F. 11:22-11:29	3	69
UPDATE	Sat. 6:00- 6:30	3	74
ENCOUNTER	Thu. 10:30-11:00	2	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
DOUBLE EXPOSURE	Tu-F. 2:00- 2:30	1	\$
WHAT ON EARTH	Mon. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	20	83
THE ODD COUPLE	Thu. 7:30- 8:00	11	76
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	10	75
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	78
JULIA	Fri. 7:30- 8:00	7	77
ZUT	Sat. 7:00- 7:30	7	66
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	6	82
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	5	72
* THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	63
MUSIC ALBUM	Thu. 9:30-10:00	3	78
PROGRAM X ('Ashes For Easter')	Thu. 9:00- 9:30	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	3	78
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	22	74
DEAN MARTIN	Thu. 8:30- 9:30	20	76
MOD SQUAD	Tue. 7:30- 8:30	18	80
F.B.I.	Fri. 10:00-11:00	17	78
IRONSIDE	Mon. 10:00-11:00	17	80
WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	17	78
MANNIX	Thu. 10:00-11:00	16	81
HEE HAW	Sun. 7:30- 8:30	15	69
ANDY WILLIAMS	Fri. 7:00- 8:00	14	73
ACADEMY PERFORMANCE ('Do You Take This Stranger')	Sat. 8:00-10:00	14	78
JOHNNY CASH	Tue. 9:00-10:00	14	85
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	80
MARCUS WELBY, M.D.	Sun. 10:00-11:00	14	82
FAMILY AFFAIR	Thu. 7:00- 7:30	14	78
FRIDAY NIGHT MOVIE ('The Movie Maker')	Fri. 8:00-10:00	13	65
GLEN CAMPBELL	Sat. 7:00- 8:00	13	76
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	69
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	11	78
UNTAMED WORLD	Sun. 7:00- 7:30	10	85
HERE'S LUCY	Sun. 8:30- 9:00	10	76
+ UFO	Mon. 7:00- 8:00	9	72
CTV NATIONAL NEWS	S-S. 11:00-11:20	9	80
HERE COME THE SEVENTIES	Thu. 9:30-10:00	9	71
W5	Sun. 9:00-10:00	8	71
+ TOM JONES	Thu. 7:30- 8:30	7	60
BARBARA McNAIR	Tue. 10:00-11:00	5	58
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	71
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	71
ANOTHER WORLD	M-F. 3:00- 3:30	4	78
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	71
+ SPORTS BEAT '70	Wed. 10:30-11:00	3	\$

* Re-scheduled in some areas.

* Pre-empted on CEUT (Vancouver).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- Following its peak 18 per cent audience level of the previous week, viewing of CBC WEEKEND this Sunday (10:00-11:00 pm) returned to its normal 13 per cent. The program included two lengthy items. The first of these was a report by Larry Zolf on the controversial, non-productive, multi-million dollar Churchill Forest Industries of The Pas, Manitoba; this included an interview with Premier Schreyer on the reasons for the lack of production and his views on likely government action. The second major segment of the program dealt with Algeria and with that country's attempts to improve the educational, economic and general social standards of its people. A shorter item presented excerpts from a Jack Webster interview with Opposition Leader Robert Stanfield on the current unemployment situation. The index of audience enjoyment for the program as a whole was only a moderately favourable 71 - 4 to 7 points lower than indices for most recent 'Weekend' programs and 5 index points below the average index of enjoyment of 76 for the current series. (More detailed information on audience reactions to the content of this week's 'Weekend' has been separately reported.)
- In the first of its two network appearances this week, MAN AT THE CENTER (Monday 10:00-10:30 pm) presented a profile of John Drainie Award Winner Esse Ljungh. The program visited the former supervising producer of CBC radio drama at his home in Calgary and at the Banff School of Fine Arts where he is now a director, actor and teacher. With an audience of 5 per cent, the broadcast rated an index of audience enjoyment of 60 - a slightly lower level of both audience size and viewer enjoyment than was attained by last Monday's 'Man At The Center' portrait of writer W.O. Mitchell.
- Broadcast at 10:00-11:00 pm Wednesday, the week's second MAN AT THE CENTER also drew a 5 per cent audience. Entitled 'Roots', the program, which was in three segments, sought to demonstrate the effect of the environment on our cultural heritage. The first and concluding segments were NFB films, the central segment a poetry-cum-art essay based on the The Journals of Susannah Moodie by Margaret Atwood. While separate measures of audience are not available for each segment of the program, overall reaction was at least moderately favourable by current 'Man At The Center' standards, the index of audience enjoyment for the program as a whole being 67 - just on the norm for the current series.
- This week's edition of MAN ALIVE (Monday 10:30-11:00 pm) featured an interview with retiring United Church of Canada Moderator Dr. Robert McClure. Host Roy Bonisteel questioned him about his term as Moderator, the present state of the United Church, and about his plans to return to missionary work in the Far East. Though the size of the audience, at 6 per cent, was just about average for the series, audience reaction to the broadcast was especially favourable for a 'Man Alive' program, the index of enjoyment being 75 as against a norm of 66 for the current series.
- On Tuesday, at 8:30-11:00 pm eastern time, the network provided live coverage of the 24th annual NHL ALL-STAR HOCKEY GAME. The audience was 44 per cent - second only in size this week to the 47 per cent audience to Saturday's 'Hockey Night' broadcast, and much bigger than the 29 per cent audience to the telecast of last year's 'All-Star Hockey Game' which ran from 10:00pm to 12:35 am EST on Tuesday January 20. With an index of audience enjoyment of 81, this year's contest, which saw the 'West' win a 2 to 1 upset victory over the 'East', was about as widely enjoyed as the last two annual 'All Star' games.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 15 - 21, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 15TH	7:00- 7:30	Local Programming		18	ANDY WILLIAMS
	7:30- 8:00	Metronet only			
	8:00- 8:30	ROWAN AND MARTIN	24	FRIDAY NIGHT MOVIE ('The Movie Maker')	
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	18		
	9:30-10:00				
	10:00-10:30	Metronet Only		22	F.B.I.
10:30-11:00					
SUN 17TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	21	13	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	19	18	HEE HAW
	8:00- 8:30	ED SULLIVAN	22		
	8:30- 9:00				
	9:00- 9:30	'A SMALL REMEDY'	13	10	W5
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	11	17	MARCUS WELBY, M.D.
10:30-11:00					
MON 18TH	7:00- 7:30	Local Programming		11	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	26	9	ROOM 222
	8:30- 9:00	FRONT PAGE CHALLENGE	19	27	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	18		
	9:30-10:00				
	10:00-10:30	MAN AT THE CENTER	3	21	IRONSIDE
10:30-11:00	MAN ALIVE	4			
THU 21ST	7:00- 7:30	Local Programming		17	FAMILY AFFAIR
	7:30- 8:00	Metronet Only		9	+ THIS IS TOM JONES
	8:00- 8:30	THE INTERNS	24		
	8:30- 9:00				
	9:00- 9:30	Metronet Only		24	DEAN MARTIN
	9:30-10:00			11	HERE COME THE SEVENTIES
	10:00-10:30			20	MANNIX
10:30-11:00	Not Complete Network				
S-S	11:00-11:30	CBC NEWS	15	11	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Tuesday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Tuesday and Wednesday data in this table.

- . At 9:00-10:00 pm on Wednesday the network presented a two-part ballet special entitled THE FIRE OF LOVE. Introduced by Peter Brinson, a director of Britain's Royal Ballet, the program featured two vastly different interpretations of a love theme - a romantic interpretation of Tchaikowsky's 'Romeo and Juliet' danced by the Bolshoi Ballet of Moscow, and a primitive interpretation of love performed by Maurice Bejart's Belgian 'Ballet du XXe Siècle' to Stravinsky's 'The Rite of Spring'. Though quite well received by viewers in the larger metropolitan centres (index of enjoyment 69), 'The Fire of Love', like so many classical music, serious drama, and other TV programs on the arts, was much less favourably received in the smaller towns and especially in the rural areas of the country. As a result the level of enjoyment for the audience as a whole is represented by an index of only 55. The audience was 10 per cent - just under 1.2 million viewers - substantially bigger than the 7 per cent audience to last Wednesday's special on 'The National Arts Centre Orchestra'.
- . SINGALONG JUBILEE (Wednesday at 7:30-8:00 pm on the metronet), which this season has regularly been drawing audiences of 7-8 per cent nationally, this week upped its audience to the 9 per cent national level. This actually represents a 13 per cent audience in the limited metronet area where the program is fully available. This week's program, which featured guest singer Anne Murray, also proved to be one of the most enjoyed programs of the season, the index of audience enjoyment being 78 against an average index of 73 for the current 'Singalong' series. (A more detailed report on audience reactions to the individual performers in this program has been separately distributed.)
- . MUSIC ALBUM (Thursday 9:30-10:00 pm on the metronet) also had a specially favourable audience reception. Originating from Toronto this week, and featuring singers Julie Amato, Doug Crosley, Ed Evanko, and The Paula Moreno Spanish Dancers, it rated an index of audience enjoyment of 78. This surpassed by a full 9 points the enjoyment norm for the series. The audience was no larger than usual however - 3 per cent nationally, 5 per cent in that part of the country where the program is fully available.
- . The open-format drama, poetry, music and film series PROGRAM X (Thursday 9:00-9:30 pm on the metronet), which these past two weeks has had audiences of 5-6 per cent, this week drew only a 3 per cent audience for a program of David Watmough poetry readings entitled 'Ashes For Easter'. With viewing at such a low level, too few panel members were involved to provide an exact index of audience enjoyment. Indications are, however, that the program was rather poorly received with an index probably in the low fifties.
- . With indices of enjoyment for individual day programs all falling in the narrow 72-75 range, TAKE THIRTY (weekdays 3:00-3:30 pm) this week rated an average index of enjoyment of 74 - a somewhat lower level than 'Take Thirty' programs have been attaining in recent weeks but about equal to the average index for the series as a whole. The content: on Friday, a report on pornography in literature and in the movies; on Monday, a visit to a Vancouver center for handicapped children; on Tuesday, an interview with playwright Arthur Miller; on Wednesday, a magazine program which included an

examination of U.S. land development schemes; and on Thursday, a demonstration of the cooking of wild foods - the second of two programs with author Eull Gibbons. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five-day period, 8 per cent.

- . Re-scheduled in the four western-most provinces, but shown in its usual Sunday 1:30-2:00 pm slot east of Manitoba, this week's third program of the new COUNTRY CANADA series drew another small but enthusiastic audience. Unchanged from previous weeks, the audience was 4 per cent; the index of enjoyment, for a program that included a 'rural cameo' segment on early cars and a wrap-up report on the Canadian apple industry, was a typically high 78.
- . From 2:00-5:00 pm eastern time on Sunday, the network provided live coverage of the first annual National Football League Championship SUPER BOWL game. The broadcast, which saw the Baltimore Colts defeat the Dallas Cowboys 16-13, was very well received with an index of audience enjoyment of 81 - a significantly higher level of enjoyment than was attained by last year's rather one-sided 'Super Bowl' contest. Sunday's game was watched by a fairly large 26 per cent audience in Canada - somewhat bigger than audiences attracted to each of the four annual AFL-NFL 'Super Bowl' games.
- . Now in its third week on CTV stations, HEE HAW, the US-produced comedy series that replaced 'Matt Lincoln' in the Sunday 7:30-8:30 pm slot, this week drew a 15 per cent audience - just slightly bigger than the average audience to 'Matt Lincoln'. In the common CBC-CTV reception area where 'Hee Haw' runs directly against 'Bill Cosby' and also against the first half-hour of 'Ed Sullivan', the CTV program this week shared audience about equally with 'Cosby' but was somewhat outrated by 'Sullivan'. This week's edition of 'Hee Haw', featuring guests Marty Robbins and Connie Smith, was only moderately well received by the audience as a whole - index of enjoyment 69.

A CBC RESEARCH REPORT

TV/71/12

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 22 - 28, 1971

THIS WEEK

There were just two CBC network specials this week - the musical 'Les Jeunesses Musicales...World Youth Orchestra 1970' and the CBC-produced feature film 'The Megantic Outlaw'. The week also marked the return to the metronet and some CBC affiliated stations of the Sunday afternoon 'World of Music' series. Regular network programs pre-empted throughout the country were 'Somerset Maugham Theatre' and 'This Land'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 22 - 28, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	43	85
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:35	42	79
THE WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 9:00-10:00	31	70
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	79
THE INTERNS	Thu. 8:00- 9:00	29	84
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	69
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	27	77
ED SULLIVAN	Sun. 8:00- 9:00	27	57
+ TOMMY HUNTER	Fri. 9:00-10:00	26	78
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	81
RED SKELTON	Tue. 8:00- 8:30	24	76
BILL COSBY	Sun. 7:30- 8:00	23	72
THE BOLD ONES	Mon. 9:00-10:00	21	81
STOREFRONT LAWYERS	Tue. 9:00-10:00	18	81
COUNTRYTIME	Sat. 10:37-11:00	18	78
CBC NATIONAL NEWS	S-S. 11:00-11:21	17	80
THE MEGANTIC OUTLAW (feature film)	Wed. 9:30-11:00	16	65
TUESDAY NIGHT ('The California Movie')	Tue. 10:00-11:00	15	56
CBC WEEKEND	Sun. 10:00-11:00	14	76
TELESCOPE (Profile of Patty Conklin)	Tue. 8:30- 9:00	13	71
THE NATURE OF THINGS ('A Breath of Life' - repeat)	Mon. 10:00-10:30	11	87
EDGE OF NIGHT	M-F. 3:30- 4:00	10	80
MAN ALIVE	Mon. 10:30-11:00	10	71
THE GALLOPING GOURMET	M-F. 4:00- 4:30	9	74
CBC CHAMPIONSHIP CURLING	Sat. 2:00- 3:00	8	77
LES JEUNESSES MUSICALES - WORLD YOUTH ORCHESTRA 1970	Wed. 8:00- 9:30	8	45
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	7	86
COUNTRY CANADA	Sun. 1:30- 2:00	5	81
TAKE THIRTY	M-F. 3:00- 3:30	4	75
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	63
NATION'S BUSINESS (Social Credit)	Sun. 11:15-11:21	3	56
THE NEW MAJORITY	Sun. 4:00- 4:56	3	\$
CANADIAN COLLEGE SPORTS	Sat. 3:00- 4:00	1	\$

+ Pre-empted on CKPR (Thunder Bay)

* Re-scheduled in some areas

\$ Sample too small for reliable reporting of enjoyment level

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Sunday, 9:00-10:00 pm, the network carried the third WAYNE AND SHUSTER COMEDY SPECIAL of the season featuring, on this occasion, singer-composer Bruce Cockburn as guest performer. The audience was 31 per cent - much bigger than most 'Sunday At Nine' audiences of about 20 per cent this season and somewhat bigger also than audiences to the October 4 and November 15 'Wayne and Shuster' shows (29 and 26 per cent respectively) in this same time slot. In the common CBC-CTV reception area the audience to Sunday's comedy special was about four and a half times the size of the audience to 'W5', the directly opposing program on CTV stations.

With an index of audience enjoyment of 70, this week's program was about as well received as the season's first (October 4) Wayne and Shuster special (index 72) and was substantially more enjoyed than the November 15 show which rated a specially low index of 66. None of this year's shows, however, has gone over as well as most of last season's 'W & S' specials, the indices of which were all about 75-76. A study of audience reaction to individual items in this week's program showed that, as on so many previous occasions, the guest singer was received with much less enthusiasm than any of the comedy portions of the show. Of these comedy segments, the most enjoyed were the spoofs on television commercials which rated an index of 73 as against an index of 66 for the 'Wonderful World Of The Law' sketches and an index of only 63 for the 'Newslook'.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 22 - 28, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	13	83
MIKE NEIN	Mon. 7:30- 8:00	7	62
KALEIDOSPORT	Sat. 4:00- 5:00	5	73
UPDATE	Sat. 6:00- 6:30	3	72
VIEWPOINT	M-F. 11:22-11:29	3	69
WORLD OF MUSIC	Sun. 2:30- 4:00	3	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
ANALOG	Sun. 1:00- 1:15	1	\$
WHAT ON EARTH	Mon. 2:00- 2:30	1	\$
DOUBLE EXPOSURE	Tu-F. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	23	84
THE ODD COUPLE	Thu. 7:30- 8:00	12	80
BEVERLY HILLBILLIES	M-F. 5:30- 6:00	10	77
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	73
JULIA	Fri. 7:30- 8:00	8	79
ZUT	Sat. 7:00- 7:30	6	57
THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	66
MONTY PYTHON'S FLYING CIRCUS	Thu. 10:00-10:30	6	75
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	5	82
PROGRAM X ('The Musical Chairs')	Thu. 9:00- 9:30	4	32
MUSIC ALBUM	Thu. 9:30-10:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30-11:00	3	79
SUZUKI ON SCIENCE	Sun. 2:00- 2:30	3	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:30	30	77
CAROL BURNETT	Mon. 8:30- 9:30	23	80
MOD SQUAD	Tue. 7:30- 8:30	23	84
DEAN MARTIN	Thu. 8:30- 9:30	21	75
JOHNNY CASH	Tue. 9:00-10:00	20	87
F.B.I.	Fri. 10:00-11:00	18	78
ACADEMY PERFORMANCE ('The Hellfighters')	Sat. 8:00-10:30	18	84
MANNIX	Thu. 10:00-11:00	18	82
HEE HAW	Sun. 7:30- 8:30	16	68
ANDY WILLIAMS	Fri. 7:00- 8:00	16	75
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	15	79
FRIDAY NIGHT MOVIE ('Games')	Fri. 8:00-10:00	15	70
MARCUS WELBY, M.D.	Sun. 10:00-11:00	15	81
PIG 'N' WHISTLE	Mon. 9:30-10:00	14	73
GLEN CAMPBELL	Sat. 7:00- 8:00	12	76
FAMILY AFFAIR	Thu. 7:00- 7:30	12	79
UNTAMED WORLD	Sun. 7:00- 7:30	12	86
NASHVILLE NORTH	Tue. 8:30- 9:00	10	66
HERE'S LUCY	Sun. 8:30- 9:00	10	77
WIDE WORLD OF SPORTS	Sat. 5:00- 6:30	10	79
‡ CTV NATIONAL NEWS	S-S. 11:00-11:20	9	80
ROOM 222	Mon. 8:00- 8:30	9	81
HERE COME THE SEVENTIES	Thu. 9:30-10:00	8	68
+ TOM JONES	Thu. 7:30- 8:30	8	58
+ UFO	Mon. 7:00- 8:00	8	73
BARBARA McNAIR	Tue. 10:00-11:00	7	86
W5	Sun. 9:00-10:00	5	\$
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	5	7
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	70
+ SPORTS BEAT '70	Wed. 10:30-11:00	4	74
ANOTHER WORLD	M-F. 3:00- 3:30	3	78
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	75

‡ Broadcast time 11:30-11:50 P.M. on Saturday

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

- . CBC WEEKEND (Sunday 10:00-11:00 pm) had another favourable audience reception this week. The overall index of audience enjoyment was 76 - up 5 points from the week before but about average for the series as a whole. Major items in Sunday's program included a report on the results of a CBC Research survey of attitudes toward unemployment followed by Larry Zolf interviews with Finance Minister Benson and U.S. economist Paul Samuelson; also a segment on abortion which saw Jack Webster question former abortionist Dr. Robert Makaroff about his attitude to his work and Lloyd Robertson discuss with paediatrician Dr. Jack Walters the controversial question of when human life actually begins. The program also examined some of the problems faced by Jews in the Soviet Union, looked at a training camp operated by the Jewish Defense League, and reported briefly on the growing demand for security guards in Montreal. The item of greatest interest to viewers was the item on abortion, the segment on unemployment also being very well received. The size of the audience to Sunday's broadcast, at 14 per cent, was about average for 'CBC Weekend' this season. (More detailed information on audience reactions to the content of this week's program has been separately reported.)
- . Entitled 'Man Alive and In Love...With Mac Davis and Sarah', this week's MAN ALIVE (Monday 10:30-11:00 pm) featured singer-composer Mac Davis in a performance before an audience which included his wife Sarah for whom he writes his songs. At 10 per cent the audience was somewhat above the current average for 'Man Alive'; the index of audience enjoyment of 71 was some 4 points above the norm for the series, many viewers being favourably impressed not only by Davis's singing but by the general informality of the show and by the frankness and naturalness of the singer's expression of love for his wife.
- . At 10:00-10:30 pm on Monday, a fairly normal-sized NATURE OF THINGS audience of 11 per cent watched a repeat showing of 'A Breath of Life'. Originally shown on the network in November 1969, the program looked at some human genetic defects and in particular at cystic fibrosis through the case history of a twelve year old girl. Audience reaction to the broadcast was virtually the same on each occasion, represented by indices of enjoyment of 87-89, well above the already high average index of 79 for the 'The Nature of Things' this season.
- . On Thursday, at 9:00-9:30 pm on metronet stations only, PROGRAM X this week presented a two-part program that opened with Warren Collins' award-winning animated film 'The Musical Chairs' and was followed by actor Colin Fox's reading of a dramatic monologue entitled 'Suburban Hamlet'. No audience data is available on this latter part of the program. 'The Musical Chairs' segment drew a fairly typical 'Program X' audience of 4 per cent - but with many viewers apparently failing to make any sense of it at all, the film was very poorly received by most of those who watched it, the enjoyment index for the audience as a whole being only 32, representing much the lowest level of enjoyment attained by any network program this week.
- . Making its final appearance in the Thursday 10:00-10:30 pm slot on CBC metronet stations, MONTY PYTHON'S FLYING CIRCUS this week drew its usual 6 per cent national, 8 per cent metronet area audience. Exactly coincident with the

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 22 - 28, 1971

DAY	TIME (Eastern, pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 22ND	7:00- 7:30	Local Programming		14	ANDY WILLIAMS
	7:30- 8:00	Metronet only			
	8:00- 8:30	RUWAN AND MARTIN	24	FRIDAY NIGHT MOVIE ('Games')	
	8:30- 9:00				
	9:00- 9:30	* TOMMY HINTER	21		
	9:30-10:00				
	10:00-11:30	Metronet Only		22	F.B.I.
10:30-11:00					
SAT 24TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	22	14	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	18	19	HEE HAW
	8:00- 8:30	ED SULLIVAN	23		12
	8:30- 9:00				
	9:00- 9:30	THE WAYNE AND SHUSTER COMEDY SPECIAL	28	6	W5
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	12	18	MARCUS WELBY, M.D.
10:30-11:00					
MON 25TH	7:00- 7:30	Local Programming		9	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	25	11	ROOM 222
	8:30- 9:00	FRONT PAGE CHALLENGE	19	28	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	16		17
	9:30-10:00				
	10:00-10:30	THE NATURE OF THINGS (Repeat)		#	THE 1971 CANADIAN FIGURE SKATING CHAMPIONSHIPS
10:30-11:00	MAN ALIVE				
TUE 26TH	7:00- 7:30	Local Programming		18	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			28	MOD SQUAD
	8:00- 8:30	RED SKELTON	19		
	8:30- 9:00	TELESCOPE	10	13	NASHVILLE NORTH
	9:00- 9:30	STOREFRONT LAWYERS	13	24	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT ('The California Movie')	14	9	BARBARA McNAIR
10:30-11:00					
THU 28TH	7:00- 7:30	Local Programming		15	FAMILY AFFAIR
	7:30- 8:00	Metronet Only		9	+ THIS IS TOM JONES
	8:00- 8:30	THE INTERNS	24		
	8:30- 9:00				
	9:00- 9:30			26	DEAN MARTIN
	9:30-10:00	Metronet Only		10	HERE COME THE SEVENTIES
	10:00-10:30			21	MANNIX
10:30-11:00	Not Completed Network				
S-S	11:00-11:20	CBC NEWS	15	11	* CTV NEWS

* Pre-empted on CKPR (Thunder Bay)

* Broadcast time 11:30-11:50 P.M. on Saturday

+ Not carried (on this day and at this time) on all CTV stations

Data not available

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

announcement of its cancellation, however, there has been a marked increase in recorded appreciation of 'Monty Python', the indices of audience enjoyment this week and last being 75 and 72 respectively as against a previous high of 65 and an average index of 59 for the series. The most reasonable explanation of this is that devoted fans of the program, faced with the prospect of its disappearance, have rated it more favourably than usual as a means of registering their disappointment and possibly also in the hope of reversing the already-announced decision to withdraw the series.

- TAKE THIRTY (weekdays 3:00-3:30 pm) rated an average index of enjoyment of 75 this week, individual day indices ranging from a low of 68 for Monday's repeat look at the filming of the 1930 Newfoundland-produced movie 'The Viking', to a high of 81 for the Thursday profile of author Evelyn Richardson. The three remaining programs rated indices in the narrow 74-77 range. These were: on Friday, a debate on the biological suitability of women for certain roles and professions; on Tuesday, a follow-up interview with playwright Arthur Miller and his photographer wife Inge Morath; and on Wednesday, a program on the home preparation of bread and wine. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five days 9 per cent.
- At 8:30-9:00 pm on Tuesday, TELESCOPE profiled the life of the recently deceased Patty Conklin, a man who spent some 60 years in the world of the midway and carnival and who, at the time of his death, was in charge of the midway at Toronto's Canadian National Exhibition. More enjoyed by over-50 year olds in the audience than by younger viewers, the program rated an index of 71 for the audience as a whole - substantially above the relatively low average index of 64 for the entire 'Telescope' series. At 13 per cent, the audience was equal in size to audiences that the series has been attracting since the beginning of January when its CTV opposition changed from 'Room 222' to 'Nashville North'. Whereas 'Telescope', in the common CBC-CTV reception area, was always heavily outdrawn by 'Room 222' (audience ratio about 2 to 1), the CTV country music series this week had only a slight audience advantage over the CBC program.
- This week's TUESDAY NIGHT (10:00-11:00 pm) was 'The California Movie', a documentary on the State of California and its people. The 15 per cent audience was about equal in size to the audience for the series' December 29 'Year-End News Review' and some 2-7 percentage points bigger than audiences to all other 'Tuesday Night' broadcasts this season. While about a one-quarter minority of those who watched the program found it of great interest, many being specially impressed by the varied life-styles and values of Californians, an unusually large proportion of the audience felt the documentary to be lacking in direction, disjointed, confusing and often difficult to follow. The result was an audience enjoyment index of only 56 - one of the lowest for a 'Tuesday Night' program this season and some 13 index points below the average index of enjoyment for the series.
- Beginning a new season on the metronet and on some CBC affiliated stations, THE WORLD OF MUSIC (Sunday, 2:30-4:00 pm this week) presented 'Life, Death... And Japanese Music', a study of the history and form of music in Japan,

conceived and written by Japanese composer Toshiro Mayuzumi. The national audience was 3 per cent - too small an audience sample to provide a reliable indication of viewer reaction to the program.

Occupying the Wednesday 8:00-9:30 pm slot this week on CBC English network stations was the CBC French network production LES JEUNESSES MUSICALES... WORLD YOUTH ORCHESTRA 1970, a special music-documentary highlighting the formation of this international youth ensemble. The program showed members of the orchestra in their respective homelands, in rehearsal, and making their world debut in Copenhagen under Viennese conductor Erich Leinsdorf. The 8 per cent audience was only about half as big as the usual Wednesday 8:00-9:00 audience to the pre-empted 'Somerset Maugham' series but was about the same size as the Wednesday audience two weeks earlier (at 9:00-10:00 pm) to a music-documentary on the National Arts Centre Orchestra. With an index of audience enjoyment of 45 this week's program was, however, much less favourably received than the January 13 Arts Centre special which rated an index of 69.

At 9:30-11:00 pm on Wednesday, the network carried a special CBC made-for-television feature film entitled THE MEGANTIC OUTLAW. The production, based on the story of a little-known Canadian folk hero, Donald Morrison, starred Gary McKeethan, Carol Lazare and Lloyd Bochner. The audience was 16 per cent - about a third as big again as the usual Wednesday 10:00-11:00 pm audience to the pre-empted 'This Land'. Though a substantial minority of those who watched 'The Megantic Outlaw' commented critically on the profanity of some of the language used and on the 'sex scenes' in the film, this appears to have had little or no adverse effect on these viewers' overall enjoyment of the program. With substantial numbers of viewers commending the film for its realism and having much praise for the acting, the photography and the background scenery, the broadcast rated an enjoyment index of 65 - a much higher level of audience enjoyment than has been recorded for most CBC drama specials in this and past seasons.

ELWOOD GLOVER'S LUNCHEON DATE (weekdays, 12:30-1:00 pm on metronet stations only) continues to draw an average day audience of 2-3 per cent nationally, 3-4 per cent in that part of the country where the program is available - too small an audience sample to provide reliable indices of enjoyment for individual broadcasts. In general, however, the show appears to be much enjoyed by most of those who watch it, the average index of audience enjoyment for the series as a whole being 76.

A CBC RESEARCH REPORT

TV/71/13

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 29 - FEBRUARY 4, 1971

THIS WEEK

Special network programming included live coverage of the Apollo 14 launch and a music-documentary on conductor Leopold Stokowski. There were also several network broadcasts this week, advance notice of which was received too late to enable audience information to be obtained - on the metronet and on some CBC affiliated stations, a report on the Prime Minister's attendance at the recent Commonwealth Conference in Singapore and a repeat of an interview with historian Donald Creighton; and on the full network, a further showing of the cartoon 'He's Your Dog, Charlie Brown'. This week also saw the debut in Canada of the Time-Life nature series 'The World We Live In'.

Regular CBC network programs pre-empted this week included 'World of Music', 'The New Majority', 'Red Skelton' and 'Encounter'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 29 - FEBRUARY 4, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:39	47	84
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	45	83
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	31	73
THE INTERNS	Thu. 8:00- 9:00	30	81
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	29	79
ROWAN AND MARTIN	Fri. 8:00- 9:00	28	67
ED SULLIVAN	Sun. 8:00- 9:00	26	53
TOMMY HUNTER	Fri. 9:00-10:00	24	83
BILL COSBY	Sun. 7:30- 8:00	24	69
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	82
APOLLO 14-LAUNCH	Sun. 2:30- 4:26	22	82
THE MANIPULATORS ('Turn To The Wind')	Sun. 9:00-10:00	19	55
THE BOLD ONES	Mon. 9:00-10:00	19	78
MEN AT LAW	Tue. 9:00-10:00	19	79
CBC NATIONAL NEWS	S-S. 11:00-11:21	18	79
COUNTRYTIME	Sat. 10:41-11:00	17	79
TELESCOPE	Tue. 8:30- 9:00	16	69
(Profile of NHL hockey star Derek Sanderson)			
CBC WEEKEND	Sun. 10:00-11:00	16	77
SOMERSET MAUGHAM THEATRE	Wed. 8:00- 8:50	14	63
('The Vessel of Wrath')			
THE NATURE OF THINGS	Mon. 10:00-11:00	13	86
TUESDAY NIGHT	Tue. 10:00-11:00	11	76
('The Struggle For Israel' - Pt.1)			
'LEOPOLD STOKOWSKI'	Wed. 9:00-10:00	11	76
EDGE OF NIGHT	M-F. 3:30- 4:00	10	81
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	10	85
THIS LAND	Wed. 10:00-11:00	10	76
CBC CHAMPIONSHIP CURLING	Sat. 2:00- 3:00	9	81
THE GALLOPING GOURMET	M-F. 4:00- 4:30	9	74
TAKE THIRTY	M-F. 3:00- 3:30	5	72
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	5	64
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	5	58
* COUNTRY CANADA	Sun. 1:30- 2:00	5	79
CANADIAN COLLEGE SPORTS	Sat. 3:00- 4:00	3	69

‡ Pre-empted in the Maritimes

* Re-scheduled in some areas

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- At 7:00-7:30 pm on Sunday, RAINBOW COUNTRY's 31 per cent adult-teenage audience this week was a peak for the series - about equal in size to the usual audiences for 'The Interns' and 'The Partridge Family', topped this week only by Saturday 'Hockey' (47 per cent) and the full network 'Walt Disney' (45 per cent), and surpassing in size the audiences to all other network programs, Canadian and U.S. The index of enjoyment for this week's program ('The Bird Watchers') was about average for the series though slightly short of the heightened level of audience enjoyment that 'Rainbow Country' has maintained in recent weeks.
- Now in its fifth week in the Sunday 5:00-5:30 pm slot, AUDUBON WILDLIFE THEATRE (despite a pre-emption in the Maritimes) increased its national audience by some 3 percentage points this week to the 10 per cent level. Sunday's program, contrasting animal life found on different mountain ranges of the world, proved of very great interest to those who watched it, the index of audience enjoyment being a typically high 85.
- At 9:00-10:00 pm on Sunday, the network this week presented the first program in a new seven-part series of THE MANIPULATORS. Marc Strange continues in the role of the Vancouver probation officer and was joined this week by guests Susan Hogan and Jace VanderVeen in a drama by Don Eccleston entitled 'Turn To The Wind'. The audience was 19 per cent - the size of audience attracted to the opening program of this season's 'Corwin' medical drama series when it occupied this same slot last November, and just slightly below average for the current 'Sunday At Nine' series as a whole. Actually 'The Manipulators' ran against unusually strong CTV opposition this week in the form of a special

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 29 - FEBRUARY 4, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	14	82
MIKE NEUN	Mon. 7:30- 8:00	7	56
UPDATE	Sat. 6:00- 6:30	4	71
KALEIDOSPORT	Sat. 4:00- 5:00	4	74
VIEWPOINT	M-F. 11:22-11:29	3	66
ANALOG	Sun. 1:00- 1:15	2	\$
DOUBLE EXPOSURE	Tu-F. 2:00- 2:30	1	\$
WHAT ON EARTH	Mon. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	23	81
THE ODD COUPLE	Thu. 7:30- 8:00	11	79
BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	9	77
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	69
JULIA	Fri. 7:30- 8:00	7	79
THE GALLOPING GOURMET	Sat. 6:30- 7:00	7	70
ZUT	Sat. 7:00- 7:30	7	66
THE WORLD WE LIVE IN	Thu. 9:30-10:00	5	85
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	5	80
PROGRAM X ('An Evening With Kate Reid')	Thu. 9:00- 9:30	5	72
* SUZUKI ON SCIENCE	Sun. 2:00- 2:30	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	3	80
MUSIC ALBUM	Thu. 10:00-10:30	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:28	30	82
CAROL BURNETT	Mon. 8:30- 9:30	24	79
MOD SQUAD	Tue. 7:30- 8:30	19	80
DEAN MARTIN	Thu. 8:30- 9:30	19	74
F.B.I.	Fri. 10:00-11:00	18	77
MANNIX	Thu. 10:00-11:00	17	75
HEE HAW	Sun. 7:30- 8:30	16	64
FRIDAY NIGHT MOVIE ('Sam Hill: Who Killed The Mysterious Mr. Foster?')	Fri. 8:00-10:00	16	74
ANDY WILLIAMS	Fri. 7:00- 8:00	15	70
IRONSIDE	Mon. 10:00-11:00	15	82
MARCUS WELBY, M.D.	Sun. 10:00-11:00	15	83
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	15	75
ACADEMY PERFORMANCE ('Hombre')	Sat. 8:00-10:00	15	78
PIG 'N' WHISTLE	Mon. 9:30-10:00	14	73
FAMILY AFFAIR	Thu. 7:00- 7:30	13	78
GLEN CAMPBELL	Sat. 7:00- 8:00	13	73
UNTAMED WORLD	Sun. 7:00- 7:30	11	84
* WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	11	82
HERE'S LUCY	Sun. 8:30- 9:00	11	77
APOLLO 14-LAUNCH	Sun. 2:30- 4:28	10	79
CTV NATIONAL NEWS	S-S. 11:00-11:20	9	80
W5	Sun. 9:00-10:00	9	80
NASHVILLE NORTH	Tue. 8:30- 9:00	9	70
ROOM 222	Mon. 8:00- 8:30	9	80
HERE COME THE SEVENTIES	Thu. 9:30-10:00	8	76
+ TOM JONES	Thu. 7:30- 8:30	7	65
+ UFO	Mon. 7:00- 8:00	7	71
BARBARA McNAIR	Tue. 10:00-11:00	6	55
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	5	71
+ SPORTS BEAT '70	Wed. 10:30-11:00	4	78
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	69
ANOTHER WORLD	M-F. 3:00- 3:30	4	76
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	70

‡ Pre-empted in some areas

* Re-scheduled in some areas

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small to provide reliable reporting of enjoyment level

documentary, 'The Tsar to Lenin', dealing with Russia before, during and after the October Revolution. This was highly acclaimed (index of enjoyment 80) by an audience half as big again as the normal audience to CTV's 'W5'. As a result the CBC's usual audience advantage of 2 to 1 over CTV in this Sunday 9:00-10:00 pm period in the CBC-CTV common coverage area was reduced this week to about 3 to 2. This would suggest that, in succeeding weeks, 'The Manipulators' will probably draw a somewhat bigger audience than it did on this occasion.

This week's episode was not, however, very well received. Slightly over half of those who watched the play enjoyed it, but a substantial number of viewers reacted much less favourably and the index of enjoyment for the audience as a whole was only 55. This ranks the program alongside the least enjoyed of the five dramas in the original 'Manipulators' series, the indices for which ran from a low of 54 to a high of 71. Individual viewer reactions were highly varied, ranging from loud hurrahs for the realism of the plot and the general high calibre of the acting to expressions of dissatisfaction with the tedium or vagueness of the story line and the grimness and morbidity of some of the scenes.

- . CBC WEEKEND (Sunday 10:00-11:00 pm) this week included a profile of the NDP's Dr. Morton Shulman; a discussion on the lack of investment in Canada by Canadians; a talk with English-speaking Quebecers about a new provincial bill calling for increased teaching of French in English schools; and - the item which proved of much the greatest interest to viewers - 'Once Upon A War', a film taken at the Quaker Rehabilitation Center at Quang Ngai in Vietnam showing children and adult civilians being fitted with artificial limbs after suffering war wounds. Many viewers were clearly deeply moved by the plight of these victims - particularly the children - and also much impressed by the rehabilitation work being carried out at the Center. The index of audience enjoyment for the program as a whole was 77, about average for the series. The size of the audience, however, at 16 per cent was somewhat bigger than audiences attracted to most 'Weekend' programs this season - average 13 per cent. (More detailed information on the extent of audience interest in the different items in this week's program has been separately reported.)
- . At 10:00-11:00 pm on Monday, a peak audience of 13 per cent for THE NATURE OF THINGS this season watched the first program of a two-part series on 'The Great Lakes'. The program looked at the extent to which fish and wildlife have been affected by the increased urbanization and industrialization brought about by the St. Lawrence Seaway and Welland Canal system, and discussed the general ecological future of the Great Lakes. As with most programs on the subject of pollution, this one was very well received with an index of audience enjoyment of 86.
- . This week's PROGRAM X (Thursday 9:00-9:30 pm on the metronet) was 'An Evening With Kate Reid' featuring the actress in a selection of dramatic readings, mostly from classics of the theatre. In all but the final monologue from the writings of Dorothy Parker, Miss Reid was supported by

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OUTPOST
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 29 - FEBRUARY 4, 1971

DAY	TIME (Eastern only)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
SAT 29TH	7:00- 8:30	Local Programming	20	ANDY WILLIAMS	
	8:30- 9:00	Metronet only			
	9:00- 9:30	ROMAN AND MARTIN	23	FRIDAY NIGHT MOVIE ('Sam Hill: Who Killed The Mysterious Mr. Foster?')	
	9:30- 10:00	TOMMY HUNTER	18		
	10:00-10:30	Metronet only	22		F.B.I.
	10:30-11:00				
SUN 31ST	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	25	14	STANLEY WOLFE
	7:30- 8:00	BILL COSBY	19	20	THE LAW
	8:00- 8:30	ED SULLIVAN	22		HERE'S LUCY
	8:30- 9:00			13	
	9:00- 9:30	THE MANIPULATORS	16	11	MS
	9:30-10:00				
10:00-10:30	CBC WEEKEND	13	19	MARCUS WELBY, M.D.	
10:30-11:00					
MON 1ST	7:00- 8:00	Local Programming	25	11	ROOM 222
	8:00- 8:30	THE PARTRIDGE FAMILY		17	30
	8:30- 9:00	FRONT PAGE CHALLENGE	15	18	
	9:00- 9:30	THE BOLD ONES	10	19	TRONSDIE
	9:30-10:00				
	10:00-10:30	THE NATURE OF THINGS			
10:30-11:00					
TUE 2ND	7:00- 7:30	Local Programming	13	11	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00	HE'S YOUR DOG, CHARLIE BROWN (Repeat)		16	24
	8:00- 8:30	TELESCOPE	10	7	NASHVILLE NORTH
	8:30- 9:00	MEN AT LAW	7	11	'WILDFIRE'
	9:00- 9:30				
	9:30-10:00	TUESDAY NIGHT ('The Struggle For Israel' - Pt. 1)	10	7	BARBARA McNAIR
10:00-10:30					
10:30-11:00					
THU 4TH	7:00- 7:30	Local Programming	25	17	FAMILY AFFAIR
	7:30- 8:00	Metronet Only		18	THIS IS TOM JONES
	8:00- 8:30	THE INTERNS	23	DEAN MARTIN	
	8:30- 9:00			21	HERE COME THE SEVENTEEN
	9:00- 9:30			21	MANNIX
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actor Roland Hewgill. The index of enjoyment was 71, representing about the same level of enjoyment as that attained three weeks earlier by the 'Program X' drama 'Open House' and far above the levels achieved by the January 7 'Double-Jointed Turned-On Picnic' (index 40) and last week's cartoon fantasy, 'The Musical Chairs' (index 32). The audience to 'An Evening With Kate Reid' was 5 per cent at the national level and 7 per cent within the metronet area where the program was fully available - about average for the 'Program X' series.

- . TAKE THIRTY (weekdays 3:00-3:30 pm) had a rather mixed audience reception this week, the average index for the five programs being only a moderately favourable 72. Each rating an index of 77 were Friday's report on 'Poor People's' demonstrations, Tuesday's interview with actor-comedian Godfrey Cambridge, and the Wednesday program touching on both space travel and racial discrimination. The Thursday talk with author Robertson Davis was somewhat less enjoyed with an index of 72, and Monday's repeat visit with Edmonton evangelist-faith healer Max Salbrakken rated an index of only 60. The average day audience to 'Take Thirty' this week was 5 per cent, the cumulative audience over the five-day period, 10 per cent.
- . On Tuesday (8:30-9:00 pm) TELESCOPE presented a profile of NHL hockey star Derek Sanderson. The audience was 16 per cent - the biggest audience recorded for a 'Telescope' program this season. Audience reaction to the broadcast was not however particularly enthusiastic, the index of enjoyment for the audience as a whole being only a moderately favourable 69 - 5 points above the average index for the current series as a whole but some 8-9 index points below levels of enjoyment attained by the October 27 and November 10 portraits of Eddie Albert and ombudsman George McClellan.
- . This week's edition of THIS LAND (Wednesday 10:00-11:00 pm) opened with the readings of letters from viewers on the subject of pollution, and a talk with Don Collins of the Ontario Water Resources Commission on government efforts to clean up contaminated areas. The remainder of the program took viewers to the Northern Ontario communities of Moose Factory and Moosonee where Indian residents talked about their way of life and needs - particularly in the field of education. Though much enjoyed, the program was received with somewhat less enthusiasm than most previous 'This Land' broadcasts - index of enjoyment 76 compared with an average 81 for the series as a whole. Nor did this week's program draw quite as big an audience as most recent programs in the series - 10 per cent as against audiences of 12-13 per cent in recent weeks.
- . Guest on this week's edition of TOMMY HUNTER (Friday, 9:00-10:00 pm) was Gordie Tapp. Also appearing were singers David Bradstreet and Debbie Lori Kaye. The index of audience enjoyment was 83 - a slightly higher level of enjoyment than has been attained by most previous 'Tommy Hunter' programs this season (average index for the series 79). The 24 per cent audience was about equal in size to audiences attracted to the series since the beginning of January and somewhat bigger than 'Hunter' audiences of 20-21 per cent earlier in the season.

- TUESDAY NIGHT (10:00-11:00 pm) this week presented the first half of 'The Struggle For Israel', a two-hour documentary produced by Yorkshire Television on the historical background to the current Middle East situation. This first program covering the period up to the Second World War. Audience reaction was, on the whole, very favourable, the great majority of viewers scoring the program on various standard rating scales as a highly interesting, very informative, clearly presented, and worthwhile piece of television journalism. The overall index of audience enjoyment was 76, which ranks it as one of the 6 or 7 most enjoyed 'Tuesday Night' programs this season - average index for the current series 69. The 11 per cent audience was about average for the 'Tuesday Night' series this season.
- At 9:30-10:00 pm on Thursday, CBC metronet stations carried the first program of the new Time-Life nature series, THE WORLD WE LIVE IN. The opening broadcast, 'Should Oceans Meet?', discussed the possible ecological consequences of a new sea-level canal at Panama that would join the Pacific and Atlantic Oceans. The audience was 5 per cent nationally, 8 per cent within the metronet area - somewhat bigger than audiences hitherto attracted to this Thursday 9:30-10:00 pm slot by the 'Music Album' series (see below). Audience reaction to this initial 'World We Live In' program was highly favourable, the index of enjoyment being 85.
- The CBC metronet series MUSIC ALBUM this week made its first appearance in its new Thursday 10:00-10:30 pm slot. Viewing dropped from the usual 3-4 per cent level to 2 per cent, a reduction in audience size that left too few panel members to provide a reliable indication of viewer enjoyment. (The average enjoyment index for 'Music Album' this season to date is 69, slightly below the enjoyment norm for all CBC network shows.)
- From 2:30-4:25 pm eastern time on Sunday afternoon the network provided live coverage of the launch of APOLLO 14. The broadcast drew a 22 per cent audience and, in those areas of the country where both CBC and CTV network coverage of the event was available, the audience ratio was about 3 to 2 in CBC's favour. On both networks the event was much enjoyed by those who watched it.
- On Wednesday 9:00-10:00 pm, the network presented a special documentary, produced by National Educational Television, on the life and career of musician LEOPOLD STOKOWSKI, long time conductor of the Philadelphia Orchestra and now, at the age of 88, still active in the world of music. The program, which included footage of Stokowski in rehearsal and performance with his own American Symphony Orchestra and recording with the London Symphony, had an 11 per cent audience - representing about 1.3 million viewers - and was very much enjoyed by the great majority of those who watched it, the index of enjoyment of 76 for the audience as a whole being well above average for recent Wednesday evening music documentaries on the CBC network.

A CBC RESEARCH REPORT

TV/71/14

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 5 - 11, 1971

THIS WEEK

The regular network schedule this week was heavily disrupted by special programming relating to the Apollo 14 moon flight. In addition, CBC stations in Ontario provided substantial coverage of the Ontario Progressive Conservative Leadership Convention; and the full network carried an excerpt from the Noel Coward musical revue 'Oh Coward!', provided live coverage of the Prime Minister's Press Conference on the recent Constitutional Conference, and featured 'A Taste of Poison', an hour-long documentary on food additives. Because of insufficient advance notice of scheduling, no audience data is available on either of these last two programs.

Regular network programs pre-empted throughout the country this week included 'This Land', the Friday editions of 'Luncheon Date', '55 North Maple', and the Tuesday editions of 'Edge of Night' and 'The Galloping Gourmet'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 5 - 11, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:28	42	82
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	40	83
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	78
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	28	77
ROWAN AND MARTIN	Fri. 8:00- 9:00	28	68
ED SULLIVAN	Sun. 8:00- 9:00	24	56
THE MANIPULATORS ('The Code')	Sun. 9:00-10:00	24	61
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	80
RED SKELTON	Tue. 8:00- 8:30	23	73
THE BOLD ONES	Mon. 9:00-10:00	23	81
TOMMY HUNTER	Fri. 9:00-10:00	23	81
BILL COSBY	Sun. 7:30- 8:00	22	70
□ THE INTERNS	Thu. 8:00- 9:00	19	84
CBC WEEKEND	Sun. 10:00-11:00	19	66
APOLLO 14 - SPLASHDOWN	Tue. 3:30- 5:30	19	86
MEN AT LAW	Tue. 9:00-10:00	18	74
COUNTRYTIME	Sat. 10:30-11:00	17	76
△ CBC NATIONAL NEWS	S-S. 11:00-11:21	16	80
TELESCOPE (Cunard Liner Q.E. II)	Tue. 8:30- 9:00	15	78
APOLLO 14 - FIRST MOON WALK	Fri. 9:00- 2:30	15	83
TUESDAY NIGHT	Tue. 10:00-11:00	14	77
('The Struggle For Israel' - Pt.2)			
SOMERSET MAUGHAM THEATRE	Wed. 8:00- 8:50	14	45
('The Closed Shop')			
'OH, COWARD!'	Wed. 9:00-10:00	13	46
APOLLO 14 - LUNAR LIFT-OFF	Sat. 1:30- 2:00	13	86
THE NATURE OF THINGS	Mon. 10:00-10:30	11	81
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	10	89
APOLLO 14 - RENDEZVOUS AND DOCKING	Sat. 3:15- 3:39	10	87
‡ EDGE OF NIGHT	M-F. 3:30- 4:00	9	79
‡ THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	73
APOLLO 14 - SECOND MOON WALK	Sat. 3:18-10:30 am	8	84
APOLLO 14 - LUNAR LANDING	Fri. 4:00- 4:31 am	8	86
* CBC CHAMPIONSHIP CURLING	Sat. 2:00- 3:00	7	80
MAN AT THE CENTER ('The Senses' - Pt.1)	Mon. 10:30-11:00	7	78
+* TAKE THIRTY	M-F. 3:00- 3:30	5	77
COUNTRY CANADA	Sun. 1:30- 2:00	4	80
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	4	62
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	49
¢ THE NEW MAJORITY	Sun. 4:00- 4:56	3	\$
CANADIAN COLLEGE SPORTS	Sat. 3:00- 4:00	3	\$

□ Pre-empted in Ontario

△ Broadcast time 11:00-11:29 P.M. on Tuesday

‡ Pre-empted on Tuesday

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Pre-empted in the Maritimes on Friday

¢ Pre-empted in the Maritimes

\$ Sample too small for reliable reporting of enjoyment level

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . At 10:00-10:30 pm on Monday THE NATURE OF THINGS presented the conclusion of a two-part series on 'The Great Lakes'. The audience was 11 per cent - slightly smaller than the peak 13 per cent audience to the previous week's hour-long broadcast, but about average for the 'Nature of Things' series this season. Though very well received with an index of 81, this week's program, stressing the need for immediate implementation of pollution control programs, was not quite as highly acclaimed as the Part I program the week before - index of enjoyment 86.
- . MAN AT THE CENTER (Monday 10:30-11:00 pm) this week presented the first program of a three-part series on perception. This opening broadcast, sub-titled 'Check Out: Check In', looked at man's more primitive senses and at other animals that are dependent on these senses for survival. Audience reaction was very favorable, the program being rated, on the various standard scales, as highly interesting, very informative, clearly presented and well worth viewing - to a degree that was, in each case, well above average for information programs in general. The overall index of audience enjoyment was 78 - with the exception of the 'Paul Kane' profile of October 28, the highest index of enjoyment for a 'Man At The Center' program this season. This week's broadcast drew special praise from viewers for the clearness of its exposition and, on the 'clarity-confusion' scale, rated a significantly higher score than all but five or six other information programs this season on which comparable data is available. The network audience was 7 per cent, 2 percentage points bigger than the audiences to the last two 'Man At The Center' programs (the profile of Esse Ljungh, and 'Roots') but about average for the series this season.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 5 - 11, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	12	84
MIKE NEUN	Mon. 7:30- 8:00	7	65
KALEIDOSPORT	Sat. 4:00- 5:00	5	83
UPDATE	Sat. 6:00- 6:30	4	74
WORLD OF MUSIC	Sun. 3:00- 4:00	3	\$
* VIEWPOINT	M-F. 11:22-11:29	3	60
ENCOUNTER	Thu. 10:30-11:00	3	\$
'ONE MORE TIME'	Sun. 2:30- 3:00	2	\$
ANALOG	Sun. 1:00- 1:15	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	21	82
△ THE ODD COUPLE	Thu. 7:30- 8:00	8	78
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	8	76
JULIA	Fri. 7:30- 8:00	8	79
ZUT	Sat. 7:00- 7:30	7	60
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	59
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	5	78
△ SINGALONG JUBILEE	Wed. 7:30- 8:00	4	63
△ PROGRAM X ('Sniper')	Thu. 9:00- 9:30	3	\$
* ELWOOD GLOVER'S LUNCHEON DATE	M-Th. 12:30- 1:00	2	77
SUZUKI ON SCIENCE	Sun. 2:00- 2:30	2	\$
△ THE WORLD WE LIVE IN	Thu. 9:30-10:00	2	\$
MUSIC ALBUM	Thu. 10:00-10:30	2	\$
* 55 NORTH MAPLE	M-Th. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:30-11:00	30	83
MOD SQUAD	Tue. 7:30- 8:30	20	81
NATIONAL GEOGRAPHIC SPECIAL ('The Great Mojave Desert')	Mon. 8:30- 9:30	20	90
JOHNNY CASH	Tue. 9:00-10:00	17	75
F.B.I.	Fri. 10:00-11:00	16	79
IRONSIDE	Mon. 10:00-11:00	16	80
FRIDAY NIGHT MOVIE ('Madigan')	Fri. 8:00-10:00	16	74
ANDY WILLIAMS	Fri. 7:00- 8:00	15	74
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	15	78
MANNIX	Thu. 10:00-11:00	15	77
ACADEMY PERFORMANCE ('The Neon Ceiling')	Sat. 8:00-10:00	14	60
△ DEAN MARTIN	Thu. 8:30- 9:30	13	75
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	70
HERE'S LUCY	Sun. 8:30- 9:00	12	76
GLEN CAMPBELL	Sat. 7:00- 8:00	12	73
MARCUS WELBY, M.D.	Sun. 10:00-11:00	12	82
UNTAMED WORLD	Sun. 7:00- 7:30	12	69
ROOM 222	Mon. 8:00- 8:30	10	79
CTV NATIONAL NEWS	S-S. 11:00-11:20	9	80
△ FAMILY AFFAIR	Thu. 7:00- 7:30	9	80
NASHVILLE NORTH	Tue. 8:30- 9:00	9	73
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	80
+ UFO	Mon. 7:00- 8:00	7	72
APOLLO 14 - SPLASHDOWN	Tue. 3:30- 5:30	7	87
APOLLO 14 - LUNAR LIFT-OFF	Sat. 1:30- 2:00	6	86
APOLLO 14 - FIRST MOON WALK	Fri. 8:30- 2:30	6	82
APOLLO 14 - RENDEZVOUS AND DOCKING	Sat. 3:00- 4:00	6	91
WS	Sun. 9:30-10:00	6	\$
△ HERE COME THE SEVENTIES	Thu. 9:30-10:00	5	74
BARBARA McNAIR	Tue. 10:00-11:00	5	64
APOLLO 14 - LUNAR LANDING	Fri. 4:00- 4:31 am	4	85
APOLLO 14 - SECOND MOON WALK	Sat. 3:18- 8:00 am	4	88
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	72
+ TOM JONES	Thu. 7:30- 8:30	4	58
□ TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	73
* ANOTHER WORLD	M-F. 3:00- 3:30	2	76
* FAMOUS JURY TRIALS	M-F. 2:30- 3:00	2	71

* Pre-empted on Tuesday

△ Pre-empted in Ontario

* Partial pre-emption on Tuesday

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations

□ Pre-empted on Tuesday; and on Thursday in Ontario only

\$ Sample too small for reliable reporting of enjoyment level

- . The new seven-part series of THE MANIPULATORS (Sunday 9:00-10:00 pm) this week presented the Ben Maartman play, 'The Code' - the story of a teenage boy who, after swearing off drugs, has to decide whether or not to break 'the code' and inform on his friends. As forecast, the audience was up significantly from last week - from 19 per cent to 24 per cent. With an index of audience enjoyment of 61, this week's drama was also somewhat more widely enjoyed than last week's Don Eccleston drama 'Turn To The Wind' (index 55), but less favorably received than last year's 'Spike In the Wall', also a Ben Maartman play dealing with the same general topic of drugs (index 71). As last week, individual viewer reactions to this week's 'Manipulators' episode varied greatly from high praise for the realism of the plot and it's relevance to today's society, to criticism that the play gave further emphasis to an already over-exposed subject and to disapproval of some of the more explicit 'sordid' and 'distasteful' scenes that were presented.
- . Immediately following this, at 10:00-11:00 pm, CBC WEEKEND this week dealt with a single topic - the non-medical use of drugs in Canada - the broadcast including interviews with drug users and 'pushers', also with police officers and medical authorities. A relatively low level of audience enjoyment for 'Weekend' (index 66) reflected to some extent the general distaste of some viewers for the more explicit demonstration of drug use among young people, and among some others, sheer boredom with what they felt to be the over-exposure of the subject on TV. There are indications, however, that many people's interest in the subject of drug use tends to overcome their distaste: the 19 per cent audience this week was in fact one of the two or three biggest 'Weekend' audiences this season, and a separate measure of how 'interesting' this program was to those who watched it revealed an overall level of viewer interest only slightly below average for 'Weekend' this season.
- . Pre-empted in Ontario by the Progressive-Conservative Leadership Convention, the residual audience to the metronet series PROGRAM X (Thursday 9:00-9:30 pm) was too small this week (3 per cent) to provide a reliable measure of audience enjoyment of the broadcast program - the Rudi Dorn play, 'Sniper'.
- . Now in its fourth week on CBC metronet stations, the five-part science and humanity series SUZUKI ON SCIENCE (Sunday, 2:00-2:30 pm) continues to draw audiences involving too few panel respondents to provide reliable indices of enjoyment for individual broadcasts. In general, however, the series appears to be at least moderately well received by those who watch it, the average index of audience enjoyment for the series as a whole being in the low 70's. The audience to this week's edition, 'Synthetic Life', was 2 per cent at the national level and 3 per cent within the metronet area where the program is fully available.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OUTGOING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 5 - 11, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM		
FRI 5TH	7:00- 7:30	Local Programming		10	ANDY WILLIAMS		
	7:30- 8:00	Metronet only					
	8:00- 8:30	ROWAN AND MARTIN	23	10	FRIDAY NIGHT MOVIE ('Madigan')		
	8:30- 9:00						
	9:00- 9:30	TOMMY HUNTER	16				
	9:30-10:00						
	10:00-10:30	Metronet only		20	F.B.I.		
10:30-11:00							
SUN 7TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY		23	14	UNTAMED WORLD	
	7:30- 8:00	BILL COSBY		18	8	1971 NORTH AMERICAN FIGURE SKATING CHAMPIONSHIPS	
	8:00- 8:30	ED SULLIVAN		20			
	8:30- 9:00				14	HERE'S LUCY	
	9:00- 9:30	THE MANIPULATORS		20	8	'EAST OF SUEZ'	
	9:30-10:00				7	W5	
	10:00-10:30	CBC WEEKEND		16	15	MARCUS WELBY, M.D.	
	10:30-11:00						
MON 8TH	7:00- 7:30	Local Programming		9	12	+ UFO	
	7:30- 8:00	Not Complete Network					
	8:00- 8:30	THE PARTRIDGE FAMILY		25	25	ROOM 222	
	8:30- 9:00	FRONT PAGE CHALLENGE		18			
	9:00- 9:30	THE BOLD ONES	19	15	19	NATIONAL GEOGRAPHIC SPECIAL	
	9:30-10:00						
	10:00-10:30	THE NATURE OF THINGS		8	19	PIG 'N' WHISTLE	
	10:30-11:00	MAN AT THE CENTER		5			
TUE 9TH	7:00- 7:30	Local Programming		18	25	THE COURTSHIP OF EDDIE'S FATHER	
	7:30- 8:00						
	8:00- 8:30	RED SKELTON		19	11	MOD SQUAD	
	8:30- 9:00	TELESCOPE		13			
	9:00- 9:30	MEN AT LAW		14	20	JOHNNY CASH	
	9:30-10:00				6	BARBARA McNAIR	
	10:00-10:30	TUESDAY NIGHT ('The Struggle For Israel' - Pt. 2)		12			
THU 11TH	10:30-11:00						
	7:00- 7:30	Local Programming		11	5	* FAMILY AFFAIR	
	7:30- 8:00	Metronet Only					
	8:00- 8:30	* THE INTERNS	15	15	6	+ THIS IS TOM JONES	
	8:30- 9:00						
	9:00- 9:30				15	* DEAN MARTIN	
	9:30-10:00	Metronet Only			6	* HERE COME THE SEVENTIES	
	10:00-10:30				18	MANNIX	
10:30-11:00	Not Complete Network						
S-S	11:00-11:20	† CBC NEWS		13	12	CTV NEWS	

* Pre-empted in Ontario.

† Broadcast time 11:00-11:20 P.M. on Tuesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

- TAKE THIRTY (weekdays 3:00-3:30 pm) had a rather mixed but, on the whole, more than usually favorable reception this week, the average index for the five programs being 77. Most enjoyed were the Thursday visit to the Ontario Science Centre in Toronto which rated a specially high index of 83 and (each with an index of 78) the Tuesday talk with nutrition expert Adele Davis and the Wednesday program on health foods. The remaining Friday and Monday programs were somewhat less well received with indices of 70 and 73 respectively. Their content: on Friday, a report by filmmaker Agata Gabor on the successful film industry in Hong Kong, and on Monday a report on Montreal's fashion industry. The average day audience to 'Take Thirty' this week was 5 per cent, the cumulative audience over the five-day period, 9 per cent.
- TELESCOPE (Tuesday 8:30-9:00 pm) this week had one of its most favorable audience receptions of the season. 'Queen Of the Atlantic' took viewers on a voyage, with program host Ken Cavanaugh and his wife, aboard the new Cunard liner Queen Elizabeth II. With over half of those who saw the program rating it as one they had enjoyed 'very much', the index of enjoyment for the audience as a whole was 78 - the same level of enjoyment attained by the hitherto most enjoyed 'Telescope' programs of the season, those on Eddie Albert and ombudsman George McClellan, and very much above the 'Telescope' enjoyment norm of 65. The audience to Tuesday's broadcast, at 15 per cent, was slightly above average for the series. The situation in the common CBC-CTV reception area remains unchanged from the week before with 'Telescope' maintaining its newly-gained slight audience advantage over its current CTV opposition, 'Nashville North'.
- At 14 per cent the audience to this week's concluding segment of the TUESDAY NIGHT documentary 'The Struggle For Israel' (10:00-11:00 pm) was up 3 percentage points from the week before and about equal to the previous high for the series. The Part II program highlighted the major political events which marked the struggle of the Jewish people from the end of World War II to the establishment of the State of Israel and the continuing Arab-Israeli conflict. As with Part I, this week's program was rated on the various scales as a highly interesting, informative, and worthwhile broadcast. The index of enjoyment for the audience as a whole was 77 - the same level of enjoyment as that attained by the opening segment and significantly above the average index of 69 for the current 'Tuesday Night' series.
- This week's program in the Wednesday 9:00-10:00 pm slot was OH COWARD!, a television adaptation of the musical revue from Toronto's 'Theatre in the Dell', featuring the original three-star cast - Dinah Christie, Roderick Cook and Tom Kneebone. A 13 per cent audience, representing some 1.5 million viewers, watched at least a part of the program; but some four viewers in every ten stopped watching before the end of the hour and slightly less than half of this total audience saw the whole program. This is reflected in the fact that, while about a quarter of those who watched the program very much enjoyed it, many reacted much less favorably including about another quarter of the audience

who rated 'Oh Coward!' at the extreme end of the enjoyment scale as a program that they hadn't enjoyed "at all". The result was a very low index of enjoyment of only 46 for the audience as a whole. Special questioning elicited numerous complaints about the accoustics - about the over-loud music accompaniment and the audience applause often drowning out the words of the songs; it revealed also the very great difficulty that many viewers obviously experienced, even when they could hear the words, of actually following the sense and meaning of the fast-paced, often very 'English' Coward lyrics. Other viewers simply stated that they did not care for 'that type of program'.

- . Audiences for CBC network coverage of this week's APOLLO 14 moon flight varied in size from the 19 per cent audience to Tuesday afternoon's splashdown, the 13-15 per cent audiences to Friday's moon walk and Saturday's lunar lift-off, to the smaller 8-10 per cent audiences attracted - at varying hours from early morning to late afternoon - to other stages of the flight. During the entire week, an estimated 3.7 million adult and teenage viewers saw some part of the CBC English network's Apollo 14 coverage. With another 2.1 million watching the same events on the French network, the CBC's total audience on both networks is estimated at about 5.8 million. Needless to say, these broadcasts proved of great interest to those who watched them, the indices of enjoyment all falling within the high 83-87 range.
- . In line with the very enthusiastic audience reactions to past programs in the CTV network's irregularly scheduled NATIONAL GEOGRAPHIC SPECIAL series, this week's 'The Great Mojave Desert', (Monday 8:30-9:30 pm) rated an index of audience enjoyment of 90 - one of the highest indices for a network program this season. The audience, at 20 per cent, was just short of the usual 23 per cent audience to the pre-empted 'Carol Burnett' show and, in the common CBC-CTV reception area, the special maintained a slight audience lead for CTV (ratio about 4:3) over the opposing CBC programs 'Front Page Challenge' and 'The Bold Ones'.

CBC Research
Ottawa.

A CBC RESEARCH REPORT

TV/71/16

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 12 - 18, 1971

THIS WEEK

Special network programming this week included coverage of the 'Canada Winter Games', the first of four dramas titled 'The Family', a repeat program on hockey star Bobby Orr, and two one-hour specials covering the 'World Cup Skiing' competitions from Mount Ste. Anne Quebec.

Regular network programs pre-empted throughout the country were: 'Telescope', 'Mike Neun', 'Ed Sullivan', 'Kaleidosport', and 'Canadian College' sports.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 12 - 18, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	42	79
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	41	83
THE INTERNS	Thu. 8:00- 9:00	31	83
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	28	79
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	24	77
ROWAN AND MARTIN	Fri. 8:00- 9:00	24	67
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	81
BOBBY ORR-THE CANADIAN GAME (Repeat)	Sun. 8:00- 9:00	23	76
RED SKELTON	Tue. 8:00- 8:30	23	73
CANADA WINTER GAMES	Tue. 8:30- 9:00	22	86
THE BOLD ONES	Mon. 9:00-10:00	21	79
MEN AT LAW	Tue. 9:00-10:00	20	78
BILL COSBY	Sun. 7:30- 8:00	20	73
COUNTRYTIME	Sat. 10:30-11:00	19	78
SOMERSET MAUGHAM THEATRE ('Episode')	Wed. 8:00- 8:50	18	60
CANADA WINTER GAMES	Sun. 4:00- 5:00	16	84
□ CBC NATIONAL NEWS	S-S. 11:00-11:21	16	80
THE MANIPULATORS ('Nobody's Business')	Sun. 9:00-10:00	15	57
THE FAMILY ('The Stranger Was Me')	Wed. 9:00-10:00	15	80
+ TOMMY HUNTER	Fri. 9:00-10:00	14	82
CBC WEEKEND	Sun. 10:00-11:00	12	75
THIS LAND	Wed. 10:00-11:00	11	80
THE NATURE OF THINGS	Mon. 10:00-10:30	11	84
TUESDAY NIGHT (on Singapore)	Tue. 10:00-11:00	10	76
∅ EDGE OF NIGHT	M-F. 3:30- 4:00	10	85
* AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	9	87
CBC CHAMPIONSHIP CURLING	Sat. 2:00- 3:00	8	79
‡ THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	73
MAN AT THE CENTER ('The Senses' - Pt.2)	Mon. 10:30-11:00	7	79
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	5	64
* COUNTRY CANADA	Sun. 1:30- 2:00	5	79
NATION'S BUSINESS	Sun. 11:15-11:21	4	61
(Progressive Conservative Party)			
‡ TAKE THIRTY	M-F. 3:00- 3:30	4	76

□ Broadcast 12:00-12:20 A.M. in Ontario on Friday.

+ Pre-empted in Ontario.

∅ Pre-empted in Ontario on Friday and in Saskatchewan on Tuesday and Thursday.

* Re-scheduled in some areas.

‡ Pre-empted in Ontario on Friday.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week's program in THE MANIPULATORS series (Sunday 9:00-10:00 pm) was 'Nobody's Business', a play by Otto Lowy about a recent Czech immigrant investigated by the police for his complicity in an abortion case. Appearing with regular Marc Strange were guest stars Vladimir Valenta and Patricia Dahlquist. The audience, at 15 per cent, was only about two-thirds as big as the audience to last week's 'Manipulators' broadcast and smaller also than the 19 per cent audience attracted the previous week to the series' opener. To be noted, however, is the fact that all CBC Sunday evening programs in the 7:00-11:00 pm block dropped audience this week, the apparent cause being the special telecast on U.S. stations of the movie 'spectacular' Ben Hur. 'Nobody's Business' was not very well received by those who watched it, the index of enjoyment for the audience as a whole, at 57, being only slightly above that of the opening Don Eccleston play 'Turn To The Wind' (55) and 4 points short of the index of 61 for last week's presentation of Ben Maartman's 'The Code'. Results of special questioning revealed that many who watched Sunday's drama had difficulty in following the plot or, ultimately, in "getting the point" of the story.
- In striking contrast was the audience reaction to the first program of the new four-part drama series, THE FAMILY (Wednesday, 9:00-10:00 pm). This was Dennis Donovan's play

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 12 - 18, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
CANADA WINTER GAMES	Sat. 4:00- 5:00	14	74
CANADA WINTER GAMES	Thu. 9:00- 9:30	13	71
CANADA WINTER GAMES	Mon. 7:30- 8:00	14	76
CANADA WINTER GAMES	Wed. 7:00- 7:30	11	79
* HYMN SING	Sun. 5:30- 6:00	11	73
WORLD CUP SKIING	Sat. 3:00- 4:00	7	78
* WORLD CUP SKIING	Sun. 3:00- 4:00	7	77
UPDATE	Sat. 6:00- 6:30	4	75
‡ VIEWPOINT	M-F. 11:22-11:29	3	77
ENCOUNTER	Thu. 10:30-11:00	3	76
* ANALOG	Sun. 1:00- 1:15	2	75
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	21	82
THE ODD COUPLE	Thu. 7:30- 8:00	11	78
‡ BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	9	76
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	74
ZUT	Sat. 7:00- 7:30	7	69
THE WORLD WE LIVE IN	Thu. 9:30-10:00	7	74
JULIA	Fri. 7:30- 8:00	7	76
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	72
△ THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	3	75
MUSIC ALBUM	Thu. 10:00-10:30	3	75
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	78
* SUZUKI ON SCIENCE	Sun. 2:00- 2:30	2	75
55 NORTH MAPLE	M-F. 1:30- 2:00	1	75
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:36	30	84
CAROL BURNETT	Mon. 8:30- 9:30	19	78
MOD SQUAD	Tue. 7:30- 8:30	19	79
F.B.I.	Fri. 10:00-11:00	17	75
+ FRIDAY NIGHT MOVIE ('The Rat Race')	Fri. 8:00-10:00	16	71
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	15	80
MANNIX	Thu. 10:00-11:00	15	80
DEAN MARTIN	Thu. 8:30- 9:30	15	74
IRONSIDE	Mon. 10:00-11:00	15	82
JOHNNY CASH	Tue. 9:00-10:00	14	73
ANDY WILLIAMS	Fri. 7:00- 8:00	14	70
FAMILY AFFAIR	Thu. 7:00- 7:30	13	79
+ ACADEMY PERFORMANCE ('Sergeant Ryker')	Sat. 8:00-10:00	12	76
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	70
HEE HAW	Sun. 7:30- 8:30	12	69
MARCUS WELBY, M.D.	Sun. 10:00-11:00	11	83
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	10	85
NASHVILLE NORTH	Tue. 8:30- 9:00	9	75
UNTAMED WORLD	Sun. 7:00- 7:30	9	87
WS	Sun. 9:00-10:00	9	69
HERE'S LUCY	Sun. 8:30- 9:00	8	76
□ CTV NATIONAL NEWS	S-S. 11:00-11:20	8	77
ROOM 222	Mon. 8:00- 8:30	8	76
+ UFO	Mon. 7:00- 8:00	7	69
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	61
+ TOM JONES	Thu. 7:30- 8:30	6	60
BARBARA McNAIR	Tue. 10:00-11:00	6	83
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	72
‡ TROUBLE WITH TRACY	M-F. 3:30- 4:00	3	71
‡ ANOTHER WORLD	M-F. 3:00- 3:30	3	79
+ SPORTS BEAT '70	Wed. 10:38-11:07	3	75
‡ FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	70

* Re-scheduled in some areas.

‡ Pre-empted in Ontario on Friday.

△ Pre-empted in Ontario.

+ Not carried (on this day and at this time) on all CTV stations.

□ Broadcast 11:09-11:29 P.M. on Wednesday.

§ Sample too small for reliable reporting of enjoyment level.

'The Stranger Was Me', about a young boy's experience in a foster home. Starring were David Hughes and Doris Petrie. It was very well received indeed by those who watched it, an index of enjoyment of 80 ranking it in fact as one of the most enjoyed CBC drama specials on record - i.e. over the past five years. Nor was the play lacking in appeal to any particular demographic section of the audience: for once here was a CBC-produced drama that was much enjoyed by both men and women viewers, by old and young alike, by the well-educated and the not-so-well educated, by viewers in different regions of the country, and by rural-area viewers as much as by those living in the larger urban and metro centres. At 15 per cent the audience was just slightly above average for the Wednesday 9:00-10:00 pm period.

- . Following its peak 19 per cent audience level of the previous week, the audience for CBC WEEKEND this Sunday (10:00-11:00 pm) dropped to the slightly-below-normal 12 per cent mark. The main item on the program was a report on the present troubles in Northern Ireland; this included a look at the rioting, a profile of Londonderry, and an interview with M.P. Bernadette Devlin. Shorter items included an interview with a woman who had married an immigrant to Canada for the express purpose of giving him legal immigrant status, a discussion among Opposition M.P.s of the current unemployment crisis, and an interview with Frank Zappa, leader of the rock group 'Mothers of Invention' who talked with Ralph Thomas about the use of drugs by rock musicians. The index of enjoyment for the audience as a whole was 75 - about average for the 'Weekend' series. (Information on the extent of audience interest in the individual items in this week's program has been separately reported.)
- . Guest challengers on FRONT PAGE CHALLENGE this week (Monday 8:30-9:00 pm) were External Affairs Minister Mitchell Sharp and Steven Roman of Denison Mines. Typical of 'Challenge' programs in this and past seasons, the program was very well received with an index of audience enjoyment of 81. The series continues also to draw a large and very stable audience of 23-24 per cent.
- . As the second of three programs on perception, MAN AT THE CENTER (Monday 10:30-11:00 pm) this week presented 'Sight and Sound', a study of man's dependency on vision and hearing and a comparison of the sight and sound mechanisms of humans with those of other animals. Consistent with audience reactions to last week's first program of the series, this week's broadcast was equally highly rated as an interesting, informative, worthwhile and, especially, lucid presentation. The overall index of audience enjoyment was 79, virtually the same as for the previous week's program and, with the single exception of the October 28 profile of artist Paul Kane, the highest level of audience enjoyment for a 'Man At The Center' broadcast this season. Special questioning left no doubt that by far the most interesting

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 12 - 18, 1971

DAY	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 13TH	7:00- 7:30	Local Programming	18	ANDY WILLIAMS	
	7:30- 8:00	Metronet Only			
	8:00- 8:30	ROWAN AND MARTIN	20	+ FRIDAY NIGHT MOVIE ('The Rat Race')	
	8:30- 9:00				
	9:00- 9:30	* FRANK HENNER	10		
	9:30-10:00				
	10:00-10:30	Metronet Only	21	F.B.I.	
10:30-11:00					
SAT 14TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	19	11	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	15	15	HEE HAN
	8:00- 8:30	BOBBY ORR-THE CANADIAN GAME (Repeat)	18		10
	8:30- 9:00				
	9:00- 9:30	THE MANIPULATORS	11	11	W5
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	10	14	MARCUS WELBY, M.D.
10:30-11:00					
MON 15TH	7:00- 7:30	Local Programming	8	+ UFO	
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	24	10	ROOM 222
	8:30- 9:00	FRONT PAGE CHALLENGE	18	24	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	17		
	9:30-10:00				
	10:00-10:30	THE NATURE OF THINGS	8	18	IRONSIDE
10:30-11:00	MAN AT THE CENTER	5			
TUE 16TH	7:00- 7:30	Local Programming	19	THE COURTSHIP OF EDDIE'S FATHER	
	7:30- 8:00		24	MOD SQUAD	
	8:00- 8:30	RED SKELTON			17
	8:30- 9:00	CANADA WINTER GAMES	17		
	9:00- 9:30	MAN AT LAW	16	18	JOHNNY CASH
	9:30-10:00	TUESDAY NIGHT (On Singapore)	9	7	BARBARA McNAIR
	10:00-10:30				
10:30-11:00					
THU 16TH	7:00- 7:30	Local Programming	16	FAMILY AFFAIR	
	7:30- 8:00	Metronet Only			
	8:00- 8:30	THE INTERNS	26	8	+ THIS IS TOM JONES
	8:30- 9:00				
	9:00- 9:30	Metronet Only	18	DEAN MARTIN	
	9:30-10:00				
	10:00-10:30	Not Complete Network	19	HERE COME THE SEVENTIES	
10:30-11:00					
FRI	11:00-11:29	* CBC NEWS	13	10	△ CTV NEWS

* Pre-empted in Ontario

* Broadcast time 12:00-12:20 A.M. on Friday.

+ Not carried (on this day and at this time) on all CTV stations.

△ Broadcast time 11:09-11:29 P.M. on Wednesday.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

part of the program to viewers was the close-up look at the operation on the inner ear. The audience was 7 per cent - unchanged from the week before.

- . TAKE THIRTY (weekdays 3:00-3:30 pm) had an average index of enjoyment of 76 this week for its five programs. The Thursday visit with a Welsh couple and their four exceptionally brilliant children rated an index of 80, while each of the four remaining programs had an index in the narrow 74-76 range. Their content: on Friday a report on cablevision in Canada; on Monday a profile of Manitoba Transport Minister Joe Borowski; on Tuesday a visit to the Arizona site of the reconstructed London Bridge and a talk with British humorist Michael Bentine; and on Wednesday an interview with 'Love Story' author Eric Segal and a brief look at the Okanagan Valley Winter Festival. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five days, 8 per cent.
- . As the first of two programs on over-population, THE NATURE OF THINGS (Monday 10:00-10:30 pm) this week presented 'Population: Everybody's Baby', a study of the effects that an ever-increasing population is having on our natural resources. The index of audience enjoyment was 84, if anything slightly above the already high average index of 80 for 'The Nature of Things' this season; the audience was 11 per cent, about average for the series.
- . At 10:00-11:00 pm on Wednesday, THIS LAND looked at Canada's forests both as a prime economic factor in industrial development and as a major influence on the country's folklore and culture. Watched by an 11 per cent audience, the broadcast rated an index of enjoyment of 80, both these measures being about average for the series as a whole.
- . This week's TUESDAY NIGHT (10:00-11:00 pm) was 'The Power and the Glory', an historical documentary on the British Commonwealth with special emphasis on Singapore, host of the 1971 Commonwealth Conference. Though the audience, at 10 per cent, was somewhat smaller than audiences to most 'Tuesday Night' programs in recent weeks, the general audience reaction was very favourable. With over half of those who saw it rating it at the extreme end of the enjoyment scale as a program they had "enjoyed very much", the index of enjoyment for the audience as a whole was 76 - the same level of enjoyment attained by each of the two preceding 'Tuesday Night' broadcasts on 'Israel' and 7 points above the average index for the series. Rated on other dimensions, 'The Power and the Glory' emerged as a highly interesting, informative, and worthwhile program - one that, in line with audience reactions to previous documentaries on foreign countries, was frequently

commended by viewers for the opportunity it gave them to learn something about another country and its people.

- . Making its third appearance on CBC metronet stations, THE WORLD WE LIVE IN (Thursday 9:30-10:00 pm) drew a peak 7 per cent national, 10 per cent metronet area audience. This week's program studied the various species of whales and examined the prospect of these giant mammals becoming extinct. With an index of audience enjoyment of 84, the broadcast was about as highly acclaimed as the opening 'World We Live In' program on the ecological consequences of a new sea-level canal at Panama - the only other program in the series for which enjoyment information is available.
- . Beginning on Saturday February 13, the network this week provided daily reports from Saskatoon on the CANADA WINTER GAMES. Audiences to individual broadcasts are shown in TABLES 1 and 2. They vary from a high of 22 per cent for a full network broadcast in prime time on Tuesday evening to a low of 11 per cent for an early evening broadcast on Wednesday carried by metronet stations plus some affiliates. Altogether about 4.9 million adult and teenage viewers watched at least some part of the CBC English TV network's coverage of the Games over this six day period - a figure that will be revised next week to cover the entire period of the Games to February 22. All these broadcasts were very well received by those who watched them, individual indices of enjoyment falling in the high 79-86 range.
- . On CBC metronet stations only, the satirical comedy series ZUT (Saturday, 7:00-7:30 pm in Ontario and Quebec and at various other times elsewhere across the country) draws weekly audiences of 5-7 per cent nationally - or about 9-10 per cent in the metronet area where the program is available. Viewer reaction to 'Zut' tends, however, to be somewhat more variable, the indices of enjoyment for individual broadcasts in recent weeks having ranged from a low of 57 to a high of 65 for a series' average of 62.
- . After three weeks in its new metronet slot of 10:00-10:30 pm on Thursday, MUSIC ALBUM continues to draw very small audiences (2-3 per cent) involving too few panel respondents to provide reliable indices of enjoyment for individual weekly broadcasts.

A CBC RESEARCH REPORT

TV/71/17

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 19 - 25, 1971

THIS WEEK

Special network programming this week included further coverage of the 'Canada Winter Games' and the second in a series of four dramas titled 'The Family'. The week also marked the debut, on CBC metronet stations, of the new 'Living - With Alan Watts' series.

Regular network programs pre-empted throughout the country were: 'The Nature of Things', 'Audubon Wildlife Theatre', 'Kaleidosport' and 'The New Majority'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 19 - 25, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:35	41	81
* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	37	78
THE INTERNS	Thu. 8:00- 9:00	29	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	28	79
ROWAN AND MARTIN	Fri. 8:00- 9:00	26	66
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	26	75
ED SULLIVAN	Sun. 8:00- 9:00	24	57
RED SKELTON	Tue. 8:00- 8:30	24	70
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	82
BILL COSBY	Sun. 7:30- 8:00	23	69
MEN AT LAW	Tue. 9:00-10:00	21	79
TOMMY HUNTER	Fri. 9:00-10:00	21	81
THE MANIPULATORS ('Bell And Bonnie, Bonnie And Bell')	Sun. 9:00-10:00	20	62
CANADA WINTER GAMES	Sun. 4:00- 5:30	18	84
THE BOLD ONES	Mon. 9:00-10:00	18	71
CBC NATIONAL NEWS	S-S 11:00-11:21	17	81
+ COUNTRYTIME	Sat. 10:30-11:00	17	76
SOMERSET MAUGHAM THEATRE ('The Fall Of Edward Barnard')	Wed. 8:00- 8:50	16	60
TUESDAY NIGHT (Joyceville Penitentiary)	Tue. 10:00-11:00	14	76
THE FAMILY ('You And Me')	Wed. 9:00-10:00	14	55
TELESCOPE (Profile of Prima Ballerina Veronica Tennant)	Tue. 8:30- 9:00	13	69
THIS LAND	Wed. 10:00-11:00	13	78
CANADA WINTER GAMES	Mon. 10:00-10:30	13	86
CBC WEEKEND	Sun. 10:00-11:00	12	63
EDGE OF NIGHT	M-F 3:30- 4:00	11	82
* CBC CHAMPIONSHIP CURLING	Sat. 2:00- 3:00	8	80
THE GALLOPING GOURMET	M-F 4:00- 4:30	8	72
MAN AT THE CENTER ('The Senses'-Pt.3)	Mon. 10:30-11:00	5	76
* COUNTRY CANADA	Sun. 1:30 2:00	4	77
TAKE THIRTY	M-F 3:00- 3:30	4	73
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	54
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	4	68
* CANADIAN COLLEGE SPORTS	Sat. 3:00- 4:00	3	66

* Re-scheduled in some areas.

+ Toronto region: 10:30-11:00 P.M. EST; Elsewhere joined in progress at 10:37 P.M. EST.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week's edition of CBC WEEKEND (Sunday 10:00-11:00 pm) included two main items - a review of the efforts being made by West German Chancellor Willy Brandt to ease East-West tensions in Europe, and a report on the recent Ontario P.C. Leadership Convention in Toronto that looked at some of the behind-the-scenes strategy and manoeuvring in the camps of the various candidates. A 2-3 minute concluding item consisted of a satirical monologue on the Canadian Indian. The index of audience enjoyment for the program as a whole was 63 - one of the lowest indices of enjoyment for a 'Weekend' program this season and much below the average 75 index for the series. So also, on separate rating scales, this week's program emerged as, on the whole, less interesting, less worth watching and less informative to viewers than any other 'Weekend' broadcast this season. Indications are that it was the segment of the program dealing with the leadership convention that proved the least satisfying. Many viewers throughout the country felt this to be an unnecessary rehash of an event that, in their view, had already received sufficient TV coverage - a reaction that was accentuated outside of Ontario where many expressed only minimal interest in the event. (A separate report will elaborate on viewers' reactions to the different parts of this program.) The size of the audience to this Sunday's 'Weekend' was 12 per cent - unchanged from the preceding week and just slightly below average for the current series.
- At 10:00-11:00 pm on Monday, MAN AT THE CENTER presented its third and final program on the senses - this one on the physiology and psychology of perception with demonstrations of how some perceptual processes are inherited, others acquired. Much appreciated by the great majority of those who watched it, this week's broadcast rated an index of enjoyment of 76 bringing the average index for the three-

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 19 - 25, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
CANADA WINTER GAMES	Sat. 4:00- 5:00	15	82
CANADA WINTER GAMES	Fri. 7:00- 7:30	12	82
* HYMN SING	Sun. 5:30- 6:00	10	83
MIKE NEUN	Mon. 7:30- 8:00	6	70
UPDATE	Sat. 6:00- 6:30	4	65
VIEWPOINT	M-F 11:22-11:29	3	67
* WORLD OF MUSIC	Sun. 3:00- 4:00	3	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
* ANALOG	Sun. 1:00- 1:30	2	\$
* 'ONE MORE TIME'	Sun. 2:30- 3:00	2	\$
<u>CBC METRONET</u>			
* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	76
THE ODD COUPLE	Thu. 7:30- 8:00	11	74
BEVERLY HILLBILLIES	Tu-F 5:30- 6:00	8	75
JULIA	Fri. 7:30- 8:00	6	76
SINGALONG JUBILEE	Wed. 7:30- 8:00	6	74
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	71
ZUT	Sat. 7:00- 7:30	5	64
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	4	81
THE WORLD WE LIVE IN	Thu. 9:30-10:00	3	\$
PROGRAM X ('The System')	Thu. 9:00- 9:30	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	80
MUSIC ALBUM	Thu. 9:30-10:00	2	\$
* LIVING - WITH ALAN WATTS	Sun. 2:00- 2:30	1	\$
55 NORTH MAPLE	M-F 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	22	79
MOD SQUAD	Tue. 7:30- 8:30	20	83
MANNIX	Thu. 10:00-11:00	17	77
F.B.I.	Fri. 10:00-11:00	16	79
ACADEMY PERFORMANCE ('The Blue Max')	Sat. 8:00-11:13	16	74
MARCUS WELBY, M.D.	Sun. 10:00-11:00	16	80
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	15	78
FRIDAY NIGHT MOVIE ('Sarge: The Badge Or The Cross')	Fri. 8:00-10:00	15	78
IRONSIDE	Mon. 10:00-11:00	14	81
ANDY WILLIAMS	Fri. 7:00- 8:00	14	73
HEE HAW	Sun. 7:30- 8:30	13	67
FAMILY AFFAIR	Thu. 7:00- 7:30	13	76
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	70
GLEN CAMPBELL	Sat. 7:00- 8:00	12	76
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	11	71
UNTAMED WORLD	Sun. 7:00- 7:30	10	83
NASHVILLE NORTH	Tue. 8:30- 9:00	10	72
HERE'S LUCY	Sun. 8:30- 9:00	10	75
W5	Sun. 9:00-10:00	9	72
ROOM 222	Mon. 8:00- 8:30	9	71
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	79
+ UFO	Mon. 7:00- 8:00	8	65
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	77
* CTV NATIONAL NEWS	S-S 11:00-11:20	7	78
+ TOM JONES	Thu. 7:30- 8:30	6	66
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	73
TROUBLE WITH TRACY	M-F 3:30- 4:00	4	65
BARBARA McNAIR	Tue. 10:00-11:00	4	61
ANOTHER WORLD	M-F 3:00- 3:30	3	78
FAMOUS JURY TRIALS	M-F 2:30- 3:00	3	71
+ SPORTS BEAT '70	Wed. 10:30-11:00	3	\$

* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

Broadcast time 12:15-12:35 A.M. on Saturday.

\$ Sample too small for reliable reporting of enjoyment level.

part series to a high 78. At 5 per cent, however, this week's audience was slightly below the 7 per cent level of the two previous programs.

- On Thursday at 9:00-9:30 pm on CBC metronet stations, the PROGRAM X series this week presented 'The System', a play by Eric Koch and Frank McEnaney, satirising the courtroom efforts of a civil rights lawyer to defend a 'hippie' charged with planting a bomb in the Dominion Bureau of Statistics. The audience was 3 per cent nationally, 4 per cent in the metronet area where the program was available, typical of the relatively small audiences that 'Program X' has drawn since it debuted in mid December. While this was just too small an audience to provide a sufficiently reliable index of audience enjoyment, the general indications are that the play was not very well received by most of those who watched it; in particular it seemed that quite a number of viewers failed to accept the play as satire and took exception to what they felt was unwarranted ridicule and mockery of the serious business of courtroom procedure and the process of the law.
- On Wednesday, from 9:00 to 10:00 pm, the four-part drama series, THE FAMILY, presented its second program - 'You and Me', a play by Douglas Bowie about the marital problems of a young golf pro and his student counsellor wife. Starring were Diane LeBlanc and Chuck Shamata. The size of the audience, at 14 per cent, was virtually unchanged from the week before. With an index of enjoyment of only 55, however, this week's play was not nearly as well received by the majority of those who watched it as was the opening drama in the series, Dennis Donovan's 'The Stranger Was Me', which last week rated an exceptionally high index of enjoyment of 80.
- On Sunday, from 9:00-10:00 pm, THE MANIPULATORS this week presented the Merv Campone play 'Bell and Bonnie, Bonnie and Bell', the story of a middle-aged woman on probation trying to prove herself capable of retaining custody of her young daughter. While many who watched the program had much praise for the acting - particularly that of guest star Rae Brown - and for what they felt was a realistic portrayal of a true-to-life situation, there were those who took exception to some of the scenes in the play as 'sordid' 'crude' and 'degrading' and to the profanity of some of the dialogue. The resultant index of enjoyment for the audience as a whole was 62 - about equal to the previous high for the series and bringing the average index for these first four 'Manipulators' programs to 59. The size of this Sunday's audience was 20 per cent - about average for programs in the 'Sunday at Nine' slot this season.
- TAKE THIRTY (weekdays 3:00-3:30 pm) was, on the whole, only moderately well received this week. With individual indices ranging from a high of 78 for Thursday's first of two talks with veteran stage and screen star Lillian Gish, to a low of 69 for Monday's visit to Edmonton's Citadel theatre, the series rated an average index of 73 for the five programs. Each of the three remaining broadcasts had an index of 73-74. These were: on Tuesday, a program in which a group of high school students questioned former finance minister Walter Gordon and Toronto publisher Jack McClelland -

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 19 - 25, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 19th	7:00- 7:30	Not Complete Network			18	ANDY WILLIAMS
	7:30- 8:00	Metronet Only				
	8:00- 8:30	ROWAN AND MARTIN	22	18	FRIDAY NIGHT MOVIE ('Sarge: The Badge or the Cross')	
	8:30- 9:00					
	9:00- 9:30	TOMMY HUNTER	15			
	9:30-10:00					
	10:00-10:30	Metronet Only			20	F.B.I.
	10:30-11:00					
SUN 21st	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	20	12	UNTAMED WORLD	
	7:30- 8:00	BILL COSBY	10	16	HEE HAW	
	8:00- 8:30	ED SULLIVAN	20			
	8:30- 9:00			12	HERE'S LUCY	
	9:00- 9:30	THE MANIPULATORS	16	11	W5	
	9:30-10:00					
	10:00-10:30	CBC WEEKEND	11	20	MARCUS WELBY, M.D.	
	10:30-11:00					
MON 22nd	7:00- 7:30	Local Programming			10	+ UFO
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	THE PARTRIDGE FAMILY	24	11	ROOM 222	
	8:30- 9:00	FRONT PAGE CHALLENGE	18	27	CAROL BURNETT	
	9:00- 9:30	THE BOLD ONES	14			
	9:30-10:00			15	PIG 'N' WHISTLE	
	10:00-10:30	CANADA WINTER GAMES	10	18	IRONSIDE	
	10:30-11:00	MAN AT THE CENTER	4			
TUE 23rd	7:00- 7:30	Local Programming			19	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00				25	MOD SQUAD
	8:00- 8:30	RED SKELTON	19	12	NASHVILLE NORTH	
	8:30- 9:00	TELESCOPE	11			
	9:00- 9:30	MEN AT LAW	17	#	THE UNDERSEA WORLD OF JACQUES COUSTEAU ('Dragons Of Galapagos')	
	9:30-10:00					
	10:00-10:30	TUESDAY NIGHT (Joyceville Penitentiary)	13	4	BARBARA McNAIR	
	10:30-11:00					
THU 24th	7:00- 7:30	Local Programming			16	FAMILY AFFAIR
	7:30- 8:00	Metronet Only			9	+ THIS IS TOM JONES
	8:00- 8:30	THE INTERNS	25			
	8:30- 9:00			9	DEAN MARTIN	
	9:00- 9:30	Metronet only	0			
	9:30-10:00					
	10:00-10:30		21	MANNIX		
	10:30-11:00	Not Complete Network				
S-S	11:00-11:20	CBC NEWS	14	0	* CTV NEWS	

* Broadcast time 12:15-12:35 A.M. on Saturday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

both members of the 'Committee For An Independent Canada' - about Canadian economic and cultural independence; on Wednesday, a talk with producer Jim Murray about his upcoming CBC-TV special 'The Living Arctic'; and on Friday, a current affairs broadcast that touched on such subjects as abortion and environmental pollution. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five days, 9 per cent.

- This week's program in the TUESDAY NIGHT series (10:00-11:00 pm) was 'Joyceville', a documentary that took viewers behind the bars of the Joyceville medium-security federal penitentiary near Kingston, Ontario. The audience was an above-average 14 per cent, the index of enjoyment 76 - which maintains the high level of audience enjoyment that 'Tuesday Night' has attained each week during the month of February and which exceeds by some 7-8 index points the norm of enjoyment for the series as a whole this season. Aspects of the program that appear most to have impressed viewers were the fact that the prisoners (without guards or staff in attendance) were allowed to talk openly into the camera about prison life, the articulateness of many of the inmates, the treatment they receive in prison, and the high rate of prison repeaters.
- THIS LAND (Wednesday 10:00-11:00 pm) this week traced the development of the Canadian railway system, discussed the effect that trains, railroads and the men who built them have had on the nation's history, and included a look at the final run of the CNR's steam engine 6218 from Toronto to Orillia and a visit to the National Museum of Science and Technology in Ottawa. Specially well received, as might be expected, by viewers in the over-50 age group, the program rated an enjoyment index of 78 for the audience as a whole - the average index to date for this much enjoyed 'This Land' series, 81. The size of this week's audience was 13 per cent - just slightly above average for the series.
- TELESCOPE (Tuesday 8:30-9:00 pm) this week profiled Veronica Tennant, prima ballerina with the National Ballet of Canada. The program showed Miss Tennant during her long hours of practice, in performance, and at home with her husband. Somewhat more enjoyed by viewers living in major urban centres than by those in more rural areas, and also more enjoyed by women viewers than by men, the broadcast rated a moderately favourable index of 69 for the audience as a whole. The average index for the current 'Telescope' series is a slightly lower 65. The size of the audience to Tuesday's program, at 13 per cent, was about average for the series and, in the common CBC-CTV reception area, 'Telescope' this week shared audience about equally with the directly opposing CTV program, 'Nashville North'.
- With an index of audience enjoyment of 70, the MIKE NEUN SHOW (Monday 7:30-8:00 pm on the metronet and some affiliates) this week had one of its most favourable audience receptions of the season for a program that featured The Mills Brothers and the Le Garde Twins. As was the case with the specially enjoyed 'Mike Neun' program of January 4 (index 73) starring The Irish Rovers, the increase in audience enjoyment this week was also attributable to the guest performers rather

than to Neun himself. Particularly well received were the veteran Mills Brothers who rated an enjoyment index of 81 for their contribution to the show. The Le Garde Twins, though received with somewhat less enthusiasm, also went over fairly well. At 6 per cent, the audience was about average for the series.

- The network continued its series of daily reports on the CANADA WINTER GAMES from Saskatoon, audiences to individual broadcasts this week ranging from a high of 18 per cent for a full network live broadcast on Sunday afternoon (eastern time) to a low of 12 per cent for an early evening report on Friday carried by the metronet plus some affiliated stations. (Information on the total number of viewers to watch some part of the CBC network's coverage during the entire 10 days of the Games - from Saturday February 13 to Monday February 22 - will be separately reported.) In line with the highly favourable audience reactions to last week's reports from Saskatoon, indices of enjoyment for the final four broadcasts this week all fell in the high 82-86 bracket.
- Sunday afternoon this week marked the debut of a new series: LIVING - WITH ALAN WATTS. It runs on metronet stations only, normally at 2:00 to 2:30 pm. In this week's program (which was rescheduled in Alberta and in British Columbia) author-teacher-philosopher Dr. Alan Watts talked with a group of young people on 'the meaning of life' and a variety of other topics. The audience for this opening program was only 1 per cent nationally, 2 per cent in the metronet area where the program is available. This is about the same size of audience as for 'Suzuki on Science' which preceded the Alan Watts program in this Sunday time slot - again an audience too small to provide a reliable measure of audience enjoyment.

A CBC RESEARCH REPORT

TV/71/18

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 26 - MARCH 4, 1971

THIS WEEK

Special programming this week included a two-hour documentary on 'The Living Arctic' and reports from Quebec City on the annual Brier Curling Championship. Network coverage was also provided of CRTC Chairman Pierre Juneau's press conference on the subject of cable television but, because of insufficient advance notice of scheduling, no audience data is available on this broadcast.

Among programs pre-empted this week were 'Somerset Maugham Theatre' and the Tuesday edition of 'Take Thirty'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: FEBRUARY 26-MARCH 4, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	42	78
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	39	79
THE INTERNS	Thu. 8:00- 9:00	30	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	82
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	28	77
ROWAN AND MARTIN	Fri. 8:00- 9:00	27	68
CBC WHITE PAPER: 'THE LIVING ARCTIC'	Wed. 8:00-10:00	26	89
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	81
ED SULLIVAN	Sun. 8:00- 9:00	24	56
BILL COSBY	Sun. 7:30- 8:00	22	65
THE BOLD ONES	Mon. 9:00-10:00	22	83
MEN AT LAW	Tue. 9:00-10:00	22	82
RED SKELTON	Tue. 8:00- 8:30	22	71
TOMMY HUNTER	Fri. 9:00-10:00	21	81
THE MANIPULATORS ('Pokey')	Sun. 9:00-10:00	19	65
CBC NATIONAL NEWS	S-S 11:00-11:21	17	81
+ COUNTRYTIME	Sat. 10:30-11:00	17	77
TELESCOPE (Profile of GP Dr. James Leeson)	Tue. 8:30- 9:00	14	73
TUESDAY NIGHT ('One Upsville')	Tue. 10:00-11:00	14	64
THIS LAND	Wed. 10:00-11:00	12	80
CBC WEEKEND	Sun. 10:00-11:00	11	69
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	11	89
≠ EDGE OF NIGHT	M-F 3:30- 4:00	11	81
CBC CHAMPIONSHIP CURLING	Sat. 2:00- 3:00	10	80
THE NATURE OF THINGS	Mon. 10:00-10:30	9	74
* THE GALLOPING GOURMET	M-F 4:00- 4:30	9	71
MAN ALIVE	Mon. 10:30-11:00	6	53
TAKE THIRTY	M-Th 3:00- 3:30	5	76
COUNTRY CANADA	Sun. 1:30- 2:00	5	81
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	5	60
CANADIAN COLLEGE SPORTS	Sat. 3:00- 4:00	4	75
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	4	60
THE NEW MAJORITY	Sun. 4:00- 4:56	2	\$

+ Montreal region joined in progress at 10:45 pm EST.

≠ Joined in progress in some areas on Friday.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week's ADVENTURES IN RAINBOW COUNTRY continued at the high 28 per cent audience level that the program has maintained since the beginning of January. The index of enjoyment (77) was also about average for the series. In the common CBC-CTV coverage area, 'Rainbow Country' continues to hold an audience advantage of about 3 to 2 over the CTV series which directly opposes it, 'The Untamed World'.
- This week's drama in THE MANIPULATORS series (Sunday 9:00-10:00 pm) was 'Pokey' - about the problems of a young Indian boy - written by Merv Campone and starring Chief Dan George and his son Len George. Sunday's 19 per cent audience was average for these past five episodes of 'The Manipulators', the index of audience enjoyment (65) slightly above the average 60 index for the series.
- This Sunday's WEEKEND included an interview with Parti Quebecois leader Rene Levesque, a look at the problems of unilingual civil servants, some public and official comment on the prospects for Maritime Union, a talk with External Affairs Minister Sharp and a brief look at a recent accident involving a train and snow-plow. The 11 per cent audience was significantly smaller than the 14 per cent audience that 'Weekend' has averaged since the beginning of January. The index of audience enjoyment for this week's program (69) was also substantially below the average 75 index for the current 'Weekend' series. (Information on the extent of audience interest in the various individual items in this week's program has been separately reported.)

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 26-MARCH 4, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	12	82
MIKE NEUN	Mon. 7:30- 8:00	7	63
KALEIDOSPORT	Sat. 4:00- 5:00	5	82
BRIER CURLING CHAMPIONSHIP	Thu. 11:40-12:00	4	89
BRIER CURLING CHAMPIONSHIP	Tue. 11:40-12:00	4	83
BRIER CURLING CHAMPIONSHIP	Wed. 11:40-12:00	4	85
BRIER CURLING CHAMPIONSHIP	Mon. 11:40-12:00	3	87
VIEWPOINT	M-F 11:22-11:29	3	67
UPDATE	Sat. 6:00- 6:30	3	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
'MUSIC TO SEE'	Sun. 2:30- 3:00	2	\$
ANALOG	Sun. 1:00- 1:15	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	20	77
THE ODD COUPLE	Thu. 7:30- 8:00	10	74
BEVERLY HILLBILLIES	Tu-F 5:30- 6:00	8	77
JULIA	Fri. 7:30- 8:00	7	78
ZUT	Sat. 7:00- 7:30	6	63
THE WORLD WE LIVE IN	Thu. 9:30-10:00	6	83
SINGALONG JUBILEE	Wed. 7:30- 8:00	6	73
THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	63
PROGRAM X ('The Couch')	Thu. 9:00- 9:30	5	42
THE FORSYTE SAGE (Repeat)	Fri. 10:00-11:00	5	80
✧ ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	78
MUSIC ALBUM	Thu. 10:00-10:30	2	\$
✧ 55 NORTH MAPLE	M-F 1:30- 2:00	1	\$
LIVING - WITH ALAN WATTS	Sun. 2:00- 2:30	1	\$
<u>CTV NETWORK</u>			
HOCKEY - NHL	Wed. 8:00-10:33	25	85
CAROL BURNETT	Mon. 8:30- 9:30	21	80
MOD SQUAD	Tue. 7:30- 8:30	18	82
MANNIX	Thu. 10:00-11:00	17	79
HEE HAW	Sun. 7:30- 8:30	17	72
F.B.I.	Fri. 10:00-11:00	17	79
IRONSIDE	Mon. 10:00-11:00	17	84
DEAN MARTIN	Thu. 8:30- 9:30	16	73
+ FRIDAY NIGHT MOVIE ('Ransom For A Dead Man')	Fri. 8:00-10:00	16	78
MARCUS WELBY, M.D.	Sun. 10:00-11:00	15	84
JOHNNY CASH	Tue. 9:00-10:00	14	83
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	79
ANDY WILLIAMS	Fri. 7:00- 8:00	14	74
ACADEMY PERFORMANCE ('The Flim-Flam Man')	Sat. 8:30-10:30	13	73
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	74
FAMILY AFFAIR	Thu. 7:00- 7:30	13	80
△ GLEN CAMPBELL	Sat. 7:30- 8:30	13	75
HERE'S LUCY	Sun. 8:30- 9:00	11	77
UNTAMED WORLD	Sun. 7:00- 7:30	11	86
WIDE WORLD OF SPORTS	Sat. 6:00- 7:30	10	83
THE HUMAN JOURNEY: 'Marriage'	Sun. 9:00-10:00	8	78
NASHVILLE NORTH	Tue. 8:30- 9:00	8	71
* CTV NATIONAL NEWS	S-S 11:00-11:20	8	78
+ UFO	Mon. 7:00- 8:00	8	69
ROOM 222	Mon. 8:00- 8:30	8	76
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	64
+ TOM JONES	Thu. 7:30- 8:30	7	66
BARBARA McNAIR	Tue. 10:00-11:00	5	61
TROUBLE WITH TRACY	M-F 3:30- 4:00	4	67
ANOTHER WORLD	M-F 3:00- 3:30	3	78
+ SPORTS BEAT '70	Wed. 10:35-11:03	3	74
FAMOUS JURY TRIALS	M-F 2:30- 3:00	2	68

✧ Joined in progress in some areas on Friday.

+ Not carried (on this day and at this time) on all CTV stations.

△ Broadcast time 7:00-8:00 PM in the West.

* Broadcast time 12:30-12:50 AM on Saturday.

\$ Sample too small for reliable reporting of enjoyment level.

- This week's program in THE NATURE OF THINGS series (Monday, 10:00-10:30 pm) was the second of two successive broadcasts on the subject of over-population and population control. The first of the two programs had been very well received by those who watched it (index of enjoyment 84) and maintained the 11 per cent audience-size level that is average for 'The Nature of Things' this season. In contrast, this week's program, which included a brief report of a recent CBC Research survey of public attitudes to population problems, was no more than moderately well received with an index of 74; it also had a slightly smaller (9 per cent) audience than the first of the two broadcasts on the subject.
- Over its 22-week run this season, TELESCOPE (Tuesday 8:30-9:00 pm) has averaged an audience of 12 per cent and an index of enjoyment of 65. This week's 'Medicine Like It Is', a portrait of the busy life of Ontario general practitioner Dr. James Leeson, drew a slightly above-average audience (14 per cent) and achieved a slightly above-average level of audience enjoyment (index 73).
- MAN ALIVE (Monday 10:30-11:00 pm) this week featured 'The Game of Christian I', a round-table discussion in which clergyman Herb Breithaupt, writer-politician William Kilbourn, poet Elias Mandel and philosopher Lorene Smith attempted to decide which one of them would make the best leader in the hypothetical event that one person was required to take absolute control over the destiny of the country and its people. The 6 per cent audience was only slightly below average for the current series but substantially below the peak 10 per cent audience level achieved by the immediately preceding 'Man Alive' broadcast (January 25) featuring singer-composer Mac Davis. Nor was this week's program particularly well received by the audience as a whole, the index of enjoyment being only 53 as against an average index of enjoyment of 67 for the 'Man Alive' series this season.
- This week's PROGRAM X (Thursday, 9:00-9:30 pm on CBC metronet stations) was 'The Couch', a TV version of a one-act stage play by Grace Richardson. Michael Ayoub and Carol Lazare starred as the young couple who engage in a self-analysis. The audience size was about average for the 'Program X' series - 5 per cent nationally, 8 per cent in the metronet area where the program is available. The level of audience enjoyment was below average, however, the index being only 42 as against a norm of 52 for the 'Program X' series as a whole.
- This week's TUESDAY NIGHT (10:00-11:00 pm) was 'One Upsville', a Winnipeg-produced tongue-in-cheek look at Canadians' attitudes to Toronto and Torontonians. The audience was 14 per cent, about average for 'Tuesday Night' over these past two months and a significantly bigger audience than was normal for the series earlier

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 26 - MARCH 4, 1971

DAY	TIME (Eastern, pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 26th	7:00- 7:30	Not Complete Network			17	ANDY WILLIAMS
	7:30- 8:00	Metronet Only				
	8:00- 8:30	ROWAN AND MARTIN	21	20	+ FRIDAY NIGHT MOVIE ('Ransom For A Dead Man')	
	8:30- 9:00					
	9:00- 9:30	TOMMY HUNTER	15			
	9:30-10:00					
	10:00-10:30	Metronet Only			21	F.B.I.
10:30-11:00						
SUN 28th	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	21	14	UNTAMED WORLD	
	7:30- 8:00	BILL COSBY	18	21	HEE HAW	
	8:00- 8:30	ED SULLIVAN	19		HERE'S LUCY	
	8:30- 9:00			14		
	9:00- 9:30	THE MANIPULATORS	15	10	THE HUMAN JOURNEY: 'Marriage'	
	9:30-10:00					
	10:00-10:30	CBC WEEKEND	7	18	MARCUS WELBY, M.D.	
10:30-11:00						
MON 1st	7:00- 7:30	Local Programming			10	+ UFO
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	THE PARTRIDGE FAMILY	25	10	ROOM 222	
	8:30- 9:00	FRONT PAGE CHALLENGE	18	26	CAROL BURNETT	
	9:00- 9:30	THE BOLD ONES	17		16	PIG 'N' WHISTLE
	9:30-10:00					
	10:00-10:30	THE NATURE OF THINGS	6	21	IRONSIDE	
	10:30-11:00	MAN ALIVE	4			
TUE 2nd	7:00- 7:30	Local Programming			18	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00				23	MOD SQUAD
	8:00- 8:30	RED SKELTON	16			
	8:30- 9:00	TELESCOPE	11	10	NASHVILLE NORTH	
	9:00- 9:30	MEN AT LAW	17	18	JOHNNY CASH	
	9:30-10:00					
	10:00-10:30	TUESDAY NIGHT ('One Upsville')	12	6	BARBARA McNAIR	
10:30-11:00						
THU 4th	7:00- 7:30	Local Programming			16	FAMILY AFFAIR
	7:30- 8:00	Metronet only			8	+ THIS IS TOM JONES
	8:00- 8:30	THE INTERNS	25			
	8:30- 9:00			21	DEAN MARTIN	
	9:00- 9:30	Metronet only			9	HERE COME THE SEVENTIES
	9:30-10:00					
	10:00-10:30				21	MANNIX
	10:30-11:00	Not Complete Network				
S-S	11:00-11:20	CBC NEWS	14	10	* CTV NEWS	

* Broadcast time 12:30-12:50 A.M. on Saturday.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

in the season. 'One Upsville' did not go over too well however. Some two-fifths of those who watched the program very much enjoyed it, but others found it rather dull viewing and the index of enjoyment for the audience as a whole was just 64 - six points below the average index of 70 for the current series and far short of the peak indices of around 80 that 'Tuesday Night' programs have obtained on several occasions this season.

- On Wednesday from 8:00-10:00 pm a large 26 per cent audience, representing just under three million viewers, watched the 'CBC White Paper' on THE LIVING ARCTIC, a documentary on the Canadian North which looked at the wildlife of the Arctic region and examined the probable effect of further exploration of oil resources on the environment and on the native people. The program was highly praised for its informativeness and for the clarity of its presentation, resulting in an index of audience enjoyment of 89 - one of the highest levels of appreciation recorded for a network program this season. (More detailed information on audience reactions to 'The Living Arctic' will be separately reported.)
- From Monday through Thursday of this week, CBC metronet and some affiliated stations carried late-night reports from Quebec City on the first four days' events in the BRIER CURLING CHAMPIONSHIP - from 11:40-12:00 midnight throughout most of the country, later in the Atlantic Provinces. While audiences at this time of the evening were small - around 3-4 per cent nationally - those who watched these broadcasts very much enjoyed them, indices of enjoyment all being in the high 83-89 range.

A CBC RESEARCH REPORT

TV/71/19

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 5 - 11, 1971

THIS WEEK

Network specials this week included the Anne Murray musical 'Straight, Clean and Simple', 'The Wired World' documentary on communications, a drama entitled 'Wife and Man' and further coverage of the 'Brier Curling Championship'. No audience data is available this week for 'CBC Championship Curling' which was rescheduled to Sunday.

Regular network programs pre-empted throughout the country were: 'World of Music', 'The Nature of Things', 'Tuesday Night', 'The Interns' and 'Canadian College Sports'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: MARCH 5 - 11, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:39	44	82
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	39	79
'STRAIGHT, CLEAN AND SIMPLE' (Anne Murray Special)	Thu. 8:00- 9:00	37	77
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	31	78
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	66
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	27	75
ED SULLIVAN	Sun. 8:00- 9:00	26	59
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	23	80
BILL COSBY	Sun. 7:30- 8:00	23	70
TOMMY HUNTER	Fri. 9:00-10:00	22	75
THE BOLD ONES	Mon. 9:00-10:00	22	84
THE MANIPULATORS ('The Flock')	Sun. 9:00-10:00	22	62
RED SKELTON	Tue. 8:00- 8:30	21	72
COUNTRYTIME	Sat. 10:40-11:00	20	75
MEN AT LAW	Tue. 9:00-10:00	18	78
CBC NATIONAL NEWS	S-S 11:00-11:21	18	81
SOMERSET MAUGHAM THEATRE ('Footprints In The Jungle')	Wed. 8:00- 8:55	15	60
CBC WEEKEND	Sun. 10:00-11:00	15	73
THIS LAND	Wed. 10:00-11:00	14	85
'WIFE AND MAN' (drama)	Wed. 9:00-10:00	13	54
TELESCOPE (Profile of U.S. journalist Gloria Steinem)	Tue. 8:30- 9:00	12	56
'THE WIRED WORLD' (on communications)	Tue. 10:00-11:00	11	62
EDGE OF NIGHT	M-F 3:30- 4:00	10	82
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	9	82
MAN ALIVE	Mon. 10:00-11:00	8	69
THE GALLOPING GOURMET	M-F 4:00- 4:30	8	72
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	5	60
TAKE THIRTY	M-F 3:00- 3:30	5	75
COUNTRY CANADA	Sun. 1:30- 2:00	5	78
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	4	69
THE NEW MAJORITY	Sun. 4:00- 4:56	3	\$

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . This week's program in the Thursday 8.00-9.00 pm slot was STRAIGHT, CLEAN AND SIMPLE, the second of four music specials this season featuring singing star Anne Murray. The audience was 37 per cent - much bigger than the usual 30 per cent audience to the pre-empted 'Interns' and the third biggest audience of the week, following 'Hockey Night' and 'Walt Disney'. This was also a much bigger audience than the 24 per cent audience for the first 'Anne Murray and Friends' special on Friday October 23 in the 9.00-10.00 pm slot. The index of enjoyment for this week's program was 77 - exactly the same level of enjoyment incidentally, as for the October 23 special. While the great majority of those who watched this week's show much enjoyed it, and while there was almost unqualified praise for the star's singing style and for her easy and natural manner and pleasing personality, certain other aspects of the program were subject to criticism by quite substantial numbers of viewers. This applied particularly to the gymnasium session and to the drinking scenes in the Legion Hall, both of which seemed to many people to be 'out of character' for Anne Murray.
- . This week's program in THE MANIPULATORS series (Sunday 9.00-10.00 pm) was 'The Flock', a drama written by series star Marc Strange in which guest actor Joe Austin played a man whose home becomes a haven for rootless young people. The audience, at 22 per cent, was just slightly bigger than audiences to most earlier 'Manipulators' broadcasts and about average for programs in the 'Sunday at Nine' slot this season. 'The Flock' rated an index of 62 - just slightly above the average enjoyment index of 60 for the five preceding 'Manipulators' broadcasts.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 5 - 11, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	11	81
MIKE NEUN	Mon. 7:30- 8:00	8	72
BRIER CURLING CHAMPIONSHIP	Fri. 11:40-12:00	7	80
KALEIDOSPORT	Sat. 4:00- 5:00	5	76
UPDATE	Sat. 6:00- 6:30	4	77
VIEWPOINT	M-F 11:22-11:29	3	65
ANALOG	Sun. 1:00- 1:15	2	\$
ENCOUNTER	Thu. 10:30-11:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	21	78
THE ODD COUPLE	Thu. 7:30- 8:00	9	76
BEVERLY HILLBILLIES	M-F 5:30- 6:00	8	79
JULIA	Fri. 7:30- 8:00	8	76
ZUT	Sat. 7:00- 7:30	7	69
SINGALONG JUBILEE	Wed. 7:30- 8:00	7	72
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	69
THE FORSYTE SAGA	Fri. 10:00-11:00	5	84
THE WORLD WE LIVE IN	Thu. 9:30-10:00	4	76
PROGRAM X ('Boss')	Thu. 9:00- 9:30	4	37
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	79
LIVING - WITH ALAN WATTS	Sun. 2:00- 2:30	2	\$
MUSIC ALBUM	Thu. 10:00-10:30	2	\$
55 NORTH MAPLE	M-F 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY - NHL	Wed. 8:00-10:34	33	89
CAROL BURNETT	Mon. 8:30- 9:30	20	77
MOD SQUAD	Tue. 7:30- 8:30	18	78
F.B.I.	Fri. 10:00-11:00	17	78
IRONSIDE	Mon. 10:00-11:00	16	83
ANDY WILLIAMS	Fri. 7:00- 8:00	16	73
HEE HAW	Sun. 7:30- 8:30	16	72
FRIDAY NIGHT MOVIE ('Vanished' - Pt. 1)	Fri. 8:00-10:00	15	77
JOHNNY CASH	Tue. 9:00-10:00	15	82
MANNIX	Thu. 10:00-11:00	15	78
MARCUS WELBY, M.D.	Sun. 10:00-11:00	14	83
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	78
DEAN MARTIN	Thu. 8:30- 9:30	14	74
FAMILY AFFAIR	Thu. 7:00- 7:30	13	79
ACADEMY PERFORMANCE ('Vanished' - Pt.2)	Sat. 8:00-10:00	13	79
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	69
GLEN CAMPBELL	Sat. 7:00- 8:00	11	73
WS	Sun. 9:00-10:00	11	64
NASHVILLE NORTH	Tue. 8:30- 9:00	10	71
UNTAMED WORLD	Sun. 7:00- 7:30	9	82
HERE'S LUCY	Sun. 8:30- 9:00	9	74
CTV NATIONAL NEWS	S-S 11:00-11:20	8	78
+ UFO	Mon. 7:00- 8:00	8	68
ROOM 222	Mon. 8:00- 8:30	7	77
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	79
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	66
BARBARA McNAIR	Tue. 10:00-11:00	6	51
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	74
+ SPORTS BEAT '70	Wed. 10:37-11:05	4	75
TROUBLE WITH TRACY	M-F 3:30- 4:00	3	65
ANOTHER WORLD	M-F 3:00- 3:30	3	82
FAMOUS JURY TRIALS	M-F 2:30- 3:00	2	70

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- The Thursday night PROGRAM X series (9.00-9.30 pm on the metronet) which to date has had indices of enjoyment ranging from a low of 32 for the January 28 'The Musical Chairs' cartoon fantasy to a high of 71-72 for the January 14 'Open House' drama and the February 4 'Evening With Kate Reid', this week rated an index of just 37 for the Michael Spivak play 'Boss'. The size of the audience - about average for the series - was 4 per cent at the national level and 6 per cent within the metronet area.
- This week's program in the Wednesday, 9.00-10.00 pm slot was WIFE AND MAN, a comedy drama by David Mayer about a married couple who reverse the traditional man-woman roles of provider and house-keeper. Starring were Billy Van and Patricia Collins. Audience reaction to the program was not particularly enthusiastic, the index of enjoyment being just 54. The size of the audience was 13 per cent - just slightly smaller than audiences in this same Wednesday slot for the February 17 and 24 plays in 'The Family' series.
- Following a three-week run of audiences of 11-12 per cent, CBC WEEKEND this Sunday (10.00-11.00 pm) drew a somewhat above-average 15 per cent audience. The program included two main items - a report on the current Middle East situation, and a discussion of the issue of war crimes and war trials. These were followed by several brief items - coverage of the Muhammed Ali-Joe Frazier pre-fight press conference, a fight prediction by George Chuvalo, and a comment by astrologer John Manglesco on the marriage of Prime Minister Trudeau. With the two major items being about equally well received, the broadcast as a whole rated an index of audience enjoyment of 73 - about average for 'CBC Weekend' this season.
(Information on the extent of audience interest in the various individual items in this week's program has been separately reported.)
- At 10.00-11.00 pm Wednesday, the THIS LAND series on Canada's natural resources made its final appearance of the season. The concluding program focused on the Canadian people themselves and - like all but a very few 'This Land' broadcasts this season - was highly acclaimed by the great majority of those who watched it. With viewing at the somewhat above-normal level of 14 per cent, Wednesday's broadcast rated an index of enjoyment of 85 surpassing by 4 index points the high enjoyment for the series.
- This week's MAN ALIVE (Monday 10.00-11.00 pm) was 'Servant of Servants', a one-hour study of the papacy that looked at some of the men who have headed the Roman Catholic Church throughout its history and discussed the effects on Roman Catholics and others of the changing role of the papacy. With viewing at the fairly usual 'Man Alive' level of 8 per cent, the broadcast rated a slightly above-average audience enjoyment index of 69 (average 66).

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 5 - 11, 1971

DAY	TIME (Eastern, pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 5th	7:00- 7:30	Not Complete Network		20	ANDY WILLIAMS
	7:30- 8:00	Metronet Only			
	8:00- 8:30	ROMAN AND MARTIN	24	19	FRIDAY NIGHT MOVIE ('Vanished' - Pt. 1)
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	16		
	9:30-10:00				
	10:00-10:30	Metronet Only		22	F.B.I.
10:30-11:00					
SUN 7th	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	22	12	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	19	20	HEE HAW
	8:00- 8:30	ED SULLIVAN	21		
	8:30- 9:00			12	HERE'S LUCY
	9:00- 9:30	THE MANIPULATORS	17	13	WS
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	14	18	MARCUS WELBY, M.D.
10:30-11:00					
MON 8th	7:00- 7:30	Local Programming		10	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	26	9	ROOM 222
	8:30- 9:00	FRONT PAGE CHALLENGE	18	25	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	16		
	9:30-10:00			15	PIG 'N' WHISTLE
	10:00-10:30	MAN ALIVE	6	20	IRONSIDE
10:30-11:00					
TUE 9th	7:00- 7:30	Local Programming		18	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			22	MOD SQUAD
	8:00- 8:30	RED SKELTON	15		
	8:30- 9:00	TELESCOPE	8	13	NASHVILLE NORTH
	9:00- 9:30	MEN AT LAW	13	18	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	'THE WIRED WORLD' (on communications)	9	8	BARBARA McNAIR
10:30-11:00					
THU 11th	7:00- 7:30	Local Programming		16	FAMILY AFFAIR
	7:30- 8:00	Metronet Only		#	'IN THIS CORNER: JOE FRAZIER'
	8:00- 8:30	'STRAIGHT, CLEAN AND SIMPLE' (Anne Murray Special)	33		
	8:30- 9:00			17	DEAN MARTIN
	9:00- 9:30	Metronet only		8	HERE COME THE SEVENTIES
	9:30-10:00				
	10:00-10:30			18	MANNIX
10:30-11:00	Not Complete Network				
S-S	11:00-11:20	CBC NEWS	14	11	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

Data Not available.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

- . In the usual 'Tuesday Night' slot at 10.00-11.00 pm, the network this week presented THE WIRED WORLD, a special study of the communications revolution around the world, produced by the CBC in collaboration with The Financial Post . Watched by an 11 per cent audience - about average for this time period on Tuesday - 'The Wired World' rated an index of audience enjoyment of 62.
- . TAKE THIRTY (weekdays 3.00-3.30 pm) had an average index of enjoyment of 75 this week for its five programs. Individual indices ranged from a high of 81 for Monday's visit to the Edmonton area's Storyland Zoo and Alberta Game Farm, to a low of 70-72 for the Tuesday talk with author Roch Carrier and for Wednesday's recount of life in Canada during the years of the Second World War. The two remaining programs - on Friday, the conclusion of a two-part look at problems encountered by separated or divorced men who have custody of children (index 75) and on Thursday, a study of the unemployment situation in Canada (index 78). The average day audience to 'Take Thirty' this week was the usual 5 per cent, the cumulative audience over the five-day period, 10 per cent.
- . At 8.30-9.00 pm Tuesday, TELESCOPE presented a profile of journalist-social critic Gloria Steinem. The program drew an about-average 'Telescope' audience of 12 per cent but was poorly received with an audience enjoyment index of just 56. This makes it one of the four or five least enjoyed programs of the series which to date has an average index of 65.
- . With an index of audience enjoyment of 72, this week's MIKE NEUN show (Monday 7.30-8.00 pm on the metronet and some affiliates) rated as one of the three most enjoyed programs of this normally not-too-well received series (average index 64). On this occasion, the higher-than-usual level of audience appreciation was largely attributable to viewer enjoyment of 'The Rhythm Pals' who appeared as guest stars with country and western singer Loretta Lynn. The size of the audience to Monday's program was 8 per cent - just slightly above normal for the series.

A CBC RESEARCH REPORT

TV/71/20

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 12 - 18, 1971

THIS WEEK

Special network programming this week included a 'Canadian Travel Test' and the third in a series of four dramas titled 'The Family'. Regular network programs pre-empted throughout the country included 'Ed Sullivan' and 'Kaleidosport'.

SOURCE OF INFORMATION

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THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 12-18, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	44	81
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	38	80
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	33	81
THE INTERNS	Thu. 8:00- 9:00	31	83
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	29	78
ROWAN AND MARTIN	Fri. 8:00- 9:00	26	66
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	25	82
RED SKELTON	Tue. 8:00- 8:30	23	71
BILL COSBY	Sun. 7:30- 8:00	22	71
TOMMY HUNTER	Fri. 9:00-10:00	21	80
'CANADIAN TRAVEL TEST'	Sun. 8:00- 9:00	21	79
+ COUNTRYTIME	Sat. 10:30-11:00	20	77
MEN AT LAW	Tue. 9:00-10:00	20	79
THE MANIPULATORS ('Games')	Sun. 9:00-10:00	19	48
THE BOLD ONES	Mon. 9:00-10:00	19	72
SOMERSET MAUGHAM THEATRE 'The Alien Corn')	Wed. 8:00- 8:50	17	61
CBC NATIONAL NEWS	S-S 11:00-11:21	16	81
THE FAMILY ('Forever Amok')	Wed. 9:00- 9:50	13	52
CBC WEEKEND	Sun. 10:00-11:00	13	73
EDGE OF NIGHT	M-F 3:30- 4:00	11	82
TELESCOPE (Profile of Architect Moske Safdie)	Tue. 8:30- 9:00	11	66
TUESDAY NIGHT (on British Honduras)	Tue. 10:00-11:00	11	77
THE GALLOPING GOURMET	M-F 4:00- 4:30	9	72
MAN AT THE CENTER ('Mackenzie The Firebrand')	Wed. 10:00-10:50	9	66
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	8	90
CANADIAN COLLEGE SPORTS	Sat. 2:00- 4:45	8	79
THE NATURE OF THINGS	Mon. 10:00-10:30	8	63
MAN ALIVE	Mon. 10:30-11:00	6	67
TAKE THIRTY	M-F 3:00- 3:30	5	77
COUNTRY CANADA	Sun. 1:30- 2:00	4	74
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	61
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	4	60
THE NEW MAJORITY	Sun. 4:00- 4:56	3	\$

+ Joined in progress in the West at 10:37 pm EST.

* Re-scheduled in some areas

\$ Sample too small for reliable reporting of enjoyment level.

stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . In the Sunday 8:00-9:00 pm slot, 'Ed Sullivan' was pre-empted this week by the CANADIAN TRAVEL TEST, another in the series of periodic quiz programs testing some area of public knowledge - in this instance, Canadians' knowledge of travel and vacation areas and miscellaneous related facts about their own country. As with previous programs of this type, viewers were encouraged to score their own performance on the test and to compare their scores with those of two studio groups - a group of people associated in some way with the travel industry and a group of 'ordinary citizens' - also with 'national average' scores obtained from a national sample survey specially conducted for the purpose by CBC Research. Host of the program was Fred Davis with Pierre Berton participating as a special 'test-taker'. While the audience, a substantial 21 per cent, was some 6 percentage points smaller than the average audience to the pre-empted 'Ed Sullivan', the 'Canadian Travel Test' was very much enjoyed by the majority of those who watched it, many viewers specially commending the program for drawing their attention to, or reminding them of the country's numerous and varied tourist attractions. This notwithstanding, it is a fact that no more than about half the total audience bothered to keep track of their own scores on the test, and that enjoyment of the visual and geographic aspects of the presentation seemed far to outweigh viewers' interest in those features of the program concerned with the actual testing, the scoring and the comparison of the performances of the different test groups.
- . Following this, on Sunday at 9:00-10:00 pm, the network presented the final program of THE MANIPULATORS seven-part series - a play by Ben Maartman about an ex-convict on parole and under rehabilitation treatment by a local therapeutic organization. The audience was 19 per cent, close to the 20 per cent average for the series as a

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 12-18, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	11	85
MIKE NEUN	Mon. 7:30- 8:00	6	55
UPDATE	Sat. 6:00- 6:30	3	75
VIEWPOINT	M-F 11:22-11:29	3	71
* CBC SPORTS PRESENTS ICE BOATING	Sat. 4:46- 5:00	3	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
'MUSIC TO SEE'	Sun. 2:30- 3:00	1	\$
ENCOUNTER	Thu. 10:30-11:00	1	\$
ANALOG	Sun. 1:00- 1:15	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	78
THE ODD COUPLE	Thu. 7:30- 8:00	11	77
BEVERLY HILLBILLIES	M-F 5:30- 6:00	9	76
JULIA	Fri. 7:30- 8:00	7	74
ZUT	Sat. 7:00- 7:30	7	62
SINGALONG JUBILEE	Wed. 7:30- 8:00	6	74
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	65
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	5	82
THE WORLD WE LIVE IN	Thu. 9:30-10:00	4	86
PROGRAM X ('A Concerto For TV')	Thu. 9:00- 9:30	3	55
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	79
MUSIC ALBUM	Thu. 10:00-10:30	1	\$
55 NORTH MAPLE	M-F 1:30- 2:00	1	\$
LIVING - WITH ALAN WATTS	Sun. 2:00- 2:30	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	21	81
MOD SQUAD	Tue. 7:30- 8:30	20	82
F.B.I.	Fri. 10:00-11:00	17	77
IRONSIDE	Mon. 10:00-11:00	16	81
FRIDAY NIGHT MOVIE ('Rough Night In Jericho')	Fri. 8:00-10:00	16	74
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	15	80
HEE HAW	Sun. 7:30- 8:30	15	73
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:00	15	77
MARCUS WELBY, M.D.	Sun. 10:00-11:00	14	82
MANNIX	Thu. 10:00-11:00	14	77
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	72
ACADEMY PERFORMANCE ('The Quiller Memorandum')	Sat. 8:00-10:00	13	65
ANDY WILLIAMS	Fri. 7:00- 8:00	12	71
FAMILY AFFAIR	Thu. 7:00- 7:30	12	77
JOHNNY CASH	Tue. 9:00-10:00	12	72
NATIONAL GEOGRAPHIC SPECIAL ('Dr. Leahey And The Dawn Of Man')	Sat. 7:00- 8:00	11	82
NASHVILLE NORTH	Tue. 8:30- 9:00	10	66
ROOM 222	Mon. 8:00- 8:30	9	79
+ UFO	Mon. 7:00- 8:00	8	73
HERE'S LUCY	Sun. 8:30- 9:00	8	74
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	79
UNTAMED WORLD	Sun. 7:00- 7:30	8	85
CTV NATIONAL NEWS	S-S 11:00-11:20	7	78
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	72
W5	Sun. 9:00-10:00	5	\$
BARBARA McNAIR	Tue. 10:00-11:00	4	51
TROUBLE WITH TRACY	M-F 3:30- 4:00	4	63
ANOTHER WORLD	M-F 3:00- 3:30	3	82
+ SPORTS BEAT '70	Wed. 10:30-11:00	3	\$
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	3	\$
FAMOUS JURY TRIALS	M-F 2:30- 3:00	3	74

* Not telecast in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

whole; the index of enjoyment however, was only 48, the lowest level of audience enjoyment registered by any of these seven dramas in the current series and some 11 points below the average 59 index for the series as a whole. Comparable data for programs in this season's 'Sunday At Nine' slot are as follows:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sep. 13-27	'The Forsythe Saga' - three concluding episodes (average)	20	70
Oct. 4	Wayne and Shuster special	29	72
Oct. 25	'Rock II' - rock concert	18	39
Nov. 1	'Hart and Lorne Terrific Hour'	No information	55
Nov. 8	Centennial tribute to composer Franz Lehár	16 (ex. Atlantic)	80
Nov. 15	Wayne and Shuster special	26	66
Nov. 22- Jan. 3	'Corwin' - seven-part drama series (average)	21	74
Jan. 10	'Hart and Lorne Terrific Hour'	20	51
Jan. 17	'A Small Remedy' - drama	16	50
Jan. 24	Wayne and Shuster special	31	70
Jan. 31- Mar. 14	'The Manipulators' - seven-part drama series (average)	20	59

- CBC WEEKEND (Sunday 10:00-11:00 pm) this week presented a special one-hour documentary on 'Mid-Canada' - that part of the country stretching from coast to coast between the Arctic frontier and the densely populated area adjacent to the U.S. border. The program looked at the people of Mid-Canada, its natural resources, the industrial potential of the area and its long-term prospects. Both the size of the audience (13 per cent) and the level of overall audience enjoyment (index 73) were about average for 'Weekend' this season.
- At 10:00-11:00 pm on Monday, THE NATURE OF THINGS presented the first of several programs dealing with the role of psychiatry in present-day society. This week's program, 'Who Help Themselves', focused on the work of the McGill University Settlement Mental Health Unit. It was not very well received.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 12 - 18, 1971

DAY	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAMS
FRI 12th	7:00- 7:30	Not Complete Network		16	ANDY WILLIAMS
	7:30- 8:00	Metronet Only			
	8:00- 8:30	ROWAN AND MARTIN	20	FRIDAY NIGHT MOVIE ('Rough Night In Jericho')	
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	15		
	9:30-10:00				
	10:00-10:30	Metronet Only		20	F.B.I.
	10:30-11:00				
SUN 14th	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	23	10	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	18	18	REE HAN
	8:00- 8:30	'CANADIAN TRAVEL TEST'	18		HERE'S LUCY
	8:30- 9:00		10		
	9:00- 9:30	THE MANIPULATORS	15	6	MS
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	10	18	MARCUS WELBY, M.D.
	10:30-11:00				
MON 15th	7:00- 7:30	Local Programming		10	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTIDGE FAMILY	28	11	ROOM 222
	8:30- 9:00	FRONT PAGE CHALLENGE	19	26	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	13		PIG 'N' WHISTLE
	9:30-10:00			17	
	10:00-10:30	THE NATURE OF THINGS	6	21	IRONSIDE
	10:30-11:00	MAN ALIVE	3		
TUE 16th	7:00- 7:30	Local Programming		10	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			24	MOD SQUAD
	8:00- 8:30	RED SKELTON	16		
	8:30- 9:00	TELESCOPE	8	12	NASHVILLE NORTH
	9:00- 9:30	MEN AT LAW	15	14	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT (on British Honduras)	10	6	BARBARA McNAIR
	10:30-11:00				
THU 18th	7:00- 7:30	Local Programming		15	FAMILY AFFAIR
	7:30- 8:00	Metronet Only		#	ENGELBERT HUMPERDINCK
	8:00- 8:30	THE INTERNS	26		
	8:30- 9:00			#	'MONIQUE MAGNIFIQUE'
	9:00- 9:30	Metronet Only		8	HERE COME THE SEVENTIES
	9:30-10:00				
	10:00-10:30			18	MANNIX
	10:30-11:00	Not Complete Network			
S-S	11:00-11:20	CBC NEWS	13	0	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

Many people found the subject matter dull, the group discussions somewhat garbled and parts of the program not at all easy to follow - particularly those parts in which the dialogue was in French. Also there was a feeling that the program had not been nearly as informative as it might have been. The resultant index of enjoyment for the audience as a whole was only 63, far below the high average index of 80 for 'The Nature of Things' this season and indeed one of the lowest levels of audience enjoyment recorded for any 'Nature of Things' program in several seasons past. At 8 per cent the audience to Monday's program was also somewhat below the 10 per cent average audience for 'The Nature of Things' this season.

- This week's TUESDAY NIGHT (Tuesday, 10:00-11:00 pm) was 'Belize', a film documentary on British Honduras, the only remaining British Crown Colony on the mainland of the Western Hemisphere. Watched by an average-sized 'Tuesday Night' audience of 11 per cent, the program was generally rated as a clearly presented, interesting and worthwhile hour of television journalism, one that (like so many previous CBC documentaries on other lands) was frequently commended by viewers for the opportunity it had given them to learn something about the conditions and way of life in another country. On this occasion there was special interest expressed in the way in which British Honduras appeared to have been successful in integrating its various racial groups. The overall index of audience enjoyment for the program was 77 - about the same level of enjoyment as has been recorded for previous 'Tuesday Night' and 'Thursday Night' documentaries on North Vietnam (indices 78 and 75), and on Japan, China and the Island of St. Helena (each 77).
- This week's third program in the four-part THE FAMILY series (Wednesday, 9:00-9:50 pm) was 'Forever Amok', a comedy by Len Petersen about an attractive young man whose sexual affairs become embarrassing for the local welfare authorities. While about a third of those who watched the play very much enjoyed it, many others were much less favourably impressed - particularly those older viewers in the over-50 age group - and as a result the index of audience enjoyment for the audience as a whole was only 52. This ranks just slightly below the index of 55 for the second play in 'The Family' series - Douglas Bowie's 'You And Me' on February 24 - but far below the very high index of 80 for the opening drama in the series on February 17, Dennis Donovan's 'The Stranger Was Me'. The audience to this week's program was 13 per cent, just slightly short of the 14-15 per cent audiences to the two previous dramas in this series.
- Later on Wednesday, at 10:00-10:50 pm, MAN AT THE CENTER presented 'Mackenzie the Firebrand', a drama-documentary about William Lyon Mackenzie, leader of the abortive Upper Canada rebellion of 1837. The 9 per cent audience was a peak for 'Man At The Center' whose audiences this season average 6-7 per cent. Viewer reception of the program was warm rather than enthusiastic - index 66, slightly below the 69 average for 'Man At The Center' this season. (More detailed information on viewer reactions to this program will be separately reported.)

- With indices of enjoyment for each of its five programs falling within the narrow 75-80 range, TAKE THIRTY (weekdays, 3:00-3:30 pm) this week rated an average enjoyment index of 77 - some three points above average for the series this season. Topping the list with an index of 80, was Monday's program on Point Pelee National Park, the third program in a five-part 'See Canada First' series. The content of the remaining four broadcasts: on Friday, a talk with Dr. Robert McClure, former moderator of the United Church of Canada, and a cooking demonstration by Madame Benoit; on Tuesday, an interview with actor-producer Peter Ustinov; on Wednesday, a book review by Adrienne Clarkson and a look at some photographs of Southern Ireland; and on Thursday, a discussion of a new breakfast program being carried out at a downtown Toronto school. The average day audience to 'Take Thirty' this week was the usual 5 per cent, the cumulative audience over the five days, 10 per cent.
- At 8:30-9:00 pm on Tuesday, TELESCOPE presented a profile of Montreal architect Moshe Safdie, creator of the much-acclaimed Habitat complex at Expo '67 and subsequent winner of the gold medal of the Society of American Registered Architects. The program talked with Safdie about his work in various countries including his native Israel. The audience was 11 per cent, slightly smaller than audiences to most 'Telescope' programs these past few months, the index of enjoyment 66, about average for the series.
- On Thursday, at 9:00-9:30 pm on metronet stations only, PROGRAM X this week presented 'A Concerto For TV', a program utilizing various audio and visual effects in an interpretation of music by Norman Symonds. The presentation, which showed Symonds conducting a nine-piece orchestra, was narrated by Ken James and featured soprano soloist Ada Lee. The very small audience (3 per cent nationally and 5 per cent in the metronet area) was characteristic of the 'Program X' series, as was the low level of audience enjoyment, represented this week by an index of 55.
- At 7:00-8:00 pm on Saturday, the CTV network pre-empted 'Glen Campbell' for another program in its irregularly scheduled series of NATIONAL GEOGRAPHIC SPECIALS. This one, 'Dr. Leakey and the Dawn of Man', focused on African anthropologist Dr. Louis B. Leakey and his 40-year search for the ancestors of modern man. The program drew an 11 per cent audience - just slightly smaller than the usual audience to 'Glen Campbell' - and, in line with audience reactions to past 'National Geographic' programs, rated a high audience enjoyment index of 82.

A CBC RESEARCH REPORT

TV/71/22

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 19 - 25, 1971

THIS WEEK

Special programming this week included an NFB documentary 'Sad Song of Yellow Skin', the cartoon 'Play It Again, Charlie Brown', the last in a series of four dramas titled 'The Family', and live coverage of the final World Curling Championship game between Canada and Scotland. Also carried on the network was the controversial CBS news special 'The Selling of the Pentagon'; because of insufficient advance notice of scheduling, however, no audience data is available on this program. The week also saw the network debut of the BBC drama series 'The Six Wives of Henry VIII'.

Regular CBC programs pre-empted throughout the country included 'Men At Law', 'Somerset Maugham Theatre' and 'Kaleidosport'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 19 - 25, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:31	44	82
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	36	82
THE SIX WIVES OF HENRY VIII ('Catherine of Aragon')	Sun. 9:00-10:30	34	78
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	32	79
THE INTERNS	Thu. 8:00- 9:00	31	85
ROWAN AND MARTIN	Fri. 8:00- 9:00	29	63
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	28	79
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	25	81
'PLAY IT AGAIN CHARLIE BROWN'	Tue. 8:00- 8:30	25	67
TOMMY HUNTER	Fri. 9:00-10:00	24	81
THE BOLD ONES	Mon. 9:00-10:00	22	84
BILL COSBY	Sun. 7:30- 8:00	21	75
ED SULLIVAN	Sun. 8:00- 9:00	20	53
'SAD SONG OF YELLOW SKIN' (on Vietnam)	Tue. 9:00-10:00	20	71
COUNTRYTIME	Sat. 10:32-11:00	18	78
WORLD CURLING CHAMPIONSHIP	Sat. 2:00- 4:00	17	84
CBC NATIONAL NEWS	S-S. 11:00-11:21	17	80
TUESDAY NIGHT ('Death Row U.S.A.')	Tue. 10:00-11:00	15	74
CBC WEEKEND	Sun. 10:30-11:00	14	55
TELESCOPE (Profile of Dr. Joe MacInnis)	Tue. 8:30- 9:00	13	73
EDGE OF NIGHT	M-F. 3:30- 4:00	12	82
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	11	87
THE NATURE OF THINGS	Mon. 10:00-10:30	11	64
THE FAMILY ('Straight and Narrow')	Wed. 9:00-10:00	10	56
THE GALLOPING GOURMET	M-F. 4:00- 4:30	9	69
MAN ALIVE	Mon. 10:30-11:00	7	72
TAKE THIRTY	M-F. 3:00- 3:30	6	77
MAN AT THE CENTER ('Dante')	Wed. 10:00-11:00	5	45
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	5	58
NATION'S BUSINESS (Social Credit)	Sun. 11:15-11:21	5	64
COUNTRY CANADA	Sun. 1:30- 2:00	5	81
CANADIAN COLLEGE SPORTS	Sat. 4:00- 5:00	4	70
THE NEW MAJORITY	Sun. 4:00- 4:56	3	\$

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . The first program of the six-part BBC series, THE SIX WIVES OF HENRY VIII (Sunday, 9:00-10:30 pm), drew a large 34 per cent audience - the biggest audience for any program in the 'Sunday At Nine' slot this season and in fact the biggest audience for any 'adult' drama special presented on the network since 'Dr. Jekyll and Mr. Hyde' some three seasons ago. This opening episode of the series, which focused on Henry's marriage to his first wife Catherine of Aragon, was very well received by the great majority of those who watched it, the index of audience enjoyment being 78. Virtually all aspects of the program drew lavish praise - especially the acting (particularly of the two principals), the costumes, and the realism and authenticity of the presentation.
- . For the duration of the 'Henry VIII' series, CBC WEEKEND on Sunday evenings will run only half-an-hour instead of an hour - from 10:30 to 11:00 pm. This week's program dealt with two main topics - motorcycle gangs and the recent trial of FLQ leader Paul Rose. Neither of these items proved of great interest to viewers, the overall index of audience enjoyment for the program being only 55. This is much below average for the series and in fact marks Sunday's broadcast as by far the least enjoyed 'Weekend' program this season. Unfavourable audience reaction to the cycle-gang item was partly a function of the subject matter - some viewers disapproved of the type of person portrayed and questioned the value of publicising such a subject on TV. In the case of the Rose trial, the feeling was fairly widespread that this was an event that had already had sufficient news coverage on television.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 19 - 25, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	13	83
MIKE NEUN	Mon. 7:30- 8:00	8	65
UPDATE	Sat. 6:00- 6:30	5	78
WORLD OF MUSIC	Sun. 3:00- 4:00	3	78
VIEWPOINT	M-F. 11:22-11:29	3	66
ENCOUNTER	Thu. 10:30-11:00	2	\$
MUSIC TO SEE	Sun. 2:30- 3:00	2	\$
ANALOG	Sun. 1:00- 1:15	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	82
THE ODD COUPLE	Thu. 7:30- 8:00	11	77
BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	9	77
JULIA	Fri. 7:30- 8:00	9	74
ZUT	Sat. 7:00- 7:30	7	63
SINGALONG JUBILEE	Wed. 7:30- 8:00	7	76
PROGRAM X ('One's A Heifer')	Thu. 9:00- 9:30	5	56
THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	63
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	5	85
THE WORLD WE LIVE IN	Thu. 9:30-10:00	5	87
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	3	78
MUSIC ALBUM	Thu. 10:00-10:30	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
LIVING - WITH ALAN WATTS	Sun. 2:00- 2:30	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:30-11:00	28	83
MOD SQUAD	Tue. 7:30- 8:30	19	84
CAROL BURNETT	Mon. 8:30- 9:30	19	78
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	16	79
JOHNNY CASH	Tue. 9:00-10:00	16	79
DEAN MARTIN	Thu. 8:30- 9:30	15	73
MANNIX	Thu. 10:00-11:00	15	77
HEE HAW	Sun. 7:30- 8:30	15	73
F.B.I.	Fri. 10:00-11:00	15	80
MARCUS WELBY, M.D.	Sun. 10:00-11:00	13	85
FRIDAY NIGHT MOVIE ('Strategy of Terror')	Fri. 8:00-10:00	13	68
ACADEMY PERFORMANCE ('The Killers')	Sat. 8:00-10:00	12	73
NASHVILLE NORTH	Tue. 8:30- 9:00	12	71
GLEN CAMPBELL	Sat. 7:00- 8:00	12	74
FAMILY AFFAIR	Thu. 7:00- 7:30	12	78
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	69
UNTAMED WORLD	Sun. 7:00- 7:30	10	87
+ UFO	Mon. 7:00- 8:00	10	71
HERE'S LUCY	Sun. 8:30- 9:00	9	75
ROOM 222	Mon. 8:00- 8:30	8	74
HERE COME THE SEVENTIES	Thu. 9:30-10:00	8	69
* CTV NATIONAL NEWS	S-S. 11:00-11:20	8	77
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	79
BARBARA McNAIR	Tue. 10:00-11:00	5	61
W5	Sun. 9:00-10:00	5	\$
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	62
+ SPORTS BEAT '70	Wed. 11:00-11:30	4	76
ANOTHER WORLD	M-F. 3:00- 3:30	4	79
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	76
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	70

+ Not carried (on this day and at this time) on all CTV stations.

* Broadcast 11:30-11:50 pm on Wednesday.

\$ Sample too small for reliable reporting of enjoyment level.

- . At 9:00-10:00 pm Tuesday, the network presented SAD SONG OF YELLOW SKIN, an NFB documentary on the effects of prolonged foreign occupation on the civilian life of Saigon. The audience was 20 per cent (about the same size of audience that is normally attracted to the pre-empted 'Men At Law'), the index of audience enjoyment a moderately favourable 71.
- . Following this, at 10:00 to 11:00 pm, a peak TUESDAY NIGHT audience of 15 per cent (4 percentage points above average) watched the premiere showing in North America of 'Death Row U.S.A.', a documentary by U.S. writer Truman Capote on capital punishment as seen from the point of view of prison inmates. Made in 1967 with the cooperation of the authorities of three state prisons, the film included interviews with sixteen convicts awaiting execution. The program was highly rated as a most interesting, clearly presented and worthwhile piece of television, the ratings in each case being above average for 'Tuesday Night' this season. This was true also of the overall index of audience enjoyment which, at 74, was some 4-5 points above average for the series. For most viewers the highlights of this program were undoubtedly the opinions and attitudes expressed by the prisoners themselves, also the revelation of just how long many of these convicted men had languished in prison - in some cases for years - while their executions were delayed, stayed or otherwise postponed.
- . This week's final program in the four-part drama series, THE FAMILY (Wednesday, 9:00-10:00 pm), was George Robertson's 'Straight and Narrow', the story of a hard-working family man whose dreams of some day 'getting away from it all' become less and less realistic. With an index of enjoyment of 56 it was about as well received by those who watched it as were the last two plays in the series - Len Petersen's 'Forever Amok' (index 52) and Douglas Bowie's 'You And Me' (index 55). The opening drama of the series, Denis Donovan's 'The Stranger Was Me', remains by far the most enjoyed of the four (index 80). The size of the audience has tended to decline over the four weeks of the series - 15, 14, 13 and 10 per cent respectively.
- . At 10:00-11:00 pm on Wednesday, MAN AT THE CENTER presented 'Dante', a documentary on the life and works of the medieval Italian poet. The audience, at 5 per cent, was only about half as big as the audience to last week's 'Mackenzie The Firebrand' and also slightly below average for the series as a whole. Nor were the great majority of those who watched the 'Dante' program very much impressed by it. With an index of audience enjoyment of 45 it proved, in fact, to be much the least enjoyed 'Man At The Center' program of the current season. Special questioning revealed that many who watched the program simply had no interest in the subject and that many also had considerable difficulty in understanding and following the program.
- . In a program titled 'Luther - The Man Who Took The Lid Off', MAN ALIVE (Monday 10:30-11:00 pm) this week presented a re-enactment of events leading to Martin Luther's revolt against the established church of the early 16th century. With viewing at the usual 'Man Alive' level of 7 per cent, the program was one of the more enjoyed of the series, the enjoyment

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 19 - 25, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 19TH	7:00- 7:30	Not Complete Network			Ø	THE UNERSEA WORLD OF JACQUES COUSTEAU ('Secrets of the Sunken Caves')
	7:30- 8:00	Metronet Only				
	8:00- 8:30	ROWAN AND MARTIN	25	16	FRIDAY NIGHT MOVIE ('Strategy of Terror')	
	8:30- 9:00					
	9:00- 9:30	TOMMY HUNTER	18			
	9:30-10:00					
	10:00-10:30	Metronet Only			19	P.B.I.
10:30-11:00						
SUN 21ST	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	23	12	UNTAMED WORLD	
	7:30- 8:00	BILL COSBY	17	19	HEE HAW	
	8:00- 8:30	ED SULLIVAN	16		11	HERE'S LUCY
	8:30- 9:00					
	9:00- 9:30	THE SIX WIVES OF HENRY VIII	31	6	W5	
	9:30-10:00					
	10:00-10:30					
10:30-11:00	CBC WEEKEND	12	16	MARCUS WELBY, M.D.		
MON 22ND	7:00- 7:30	Local Programming			12	+ UFO
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	THE PARTRIDGE FAMILY	28	10	ROOM 222	
	8:30- 9:00	FRONT PAGE CHALLENGE	20	23	CAROL BURNETT	
	9:00- 9:30	THE BOLD ONES	17		13	PIG 'N' WHISTLE
	9:30-10:00					
	10:00-10:30	THE NATURE OF THINGS	8	Ø	'BELIVEAU'	
10:30-11:00	MAN ALIVE	5				
TUE 23RD	7:00- 7:30	Local Programming			20	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00				23	MOD SQUAD
	8:00- 8:30	'PLAY IT AGAIN CHARLIE BROWN'	22	15	NASHVILLE NORTH	
	8:30- 9:00	TELESCOPE	11			
	9:00- 9:30	'SAD SONG OF YELLOW SKIN'	17	19	JOHNNY CASH	
	9:30-10:00					
	10:00-10:30	TUESDAY NIGHT ('Death Row U.S.A.')	13	6	BARBARA McNAIR	
10:30-11:00						
THU 25TH	7:00- 7:30	Local Programming			14	FAMILY AFFAIR
	7:30- 8:00	Metronet Only			Ø	ENGELBERT HUMPERDINCK
	8:00- 8:30	THE INTERNS	26			
	8:30- 9:00					
	9:00- 9:30	Metronet only			19	DEAN MARTIN
	9:30-10:00					
	10:00-10:30	9	HERE COME THE SEVENTIES			
10:30-11:00	19			MANNIX		
S-S	11:00-11:20	CBC NEWS	14	9	* CTV NEWS	

+ Not carried (on this day and at this time) on all CTV stations.

* Broadcast 11:30-11:50 pm on Wednesday.

Ø Data not available.

NOTE: Due to the live nature of the Saturday and Wednesday 'Hockey' telecasts and the resultant variable scheduling of other programs on these evenings, Saturday and Wednesday are excluded from Table 3.

index of 72 surpassing by 6 points the average index for 'Man Alive' this season.

- . THE NATURE OF THINGS (Monday 10:00-10:30 pm) this week presented the second program in a series dealing with the role of psychiatry in present-day society. Entitled 'Heavy Night', it told the story of a young mother with a drug problem who seeks help at one of Montreal's informal youth clinics. It fared no better with the audience than did the opening program in the series, being judged by the majority of viewers as neither very interesting nor particularly informative, and rating an index of enjoyment of only 63 for the audience as a whole. This is much below the average index of 80 for 'The Nature of Things' this season and, with last week's opening program in the series (index 64), ranks as one of the lowest levels of enjoyment recorded for any 'Nature of Things' program in recent years. At 11 per cent the audience size was about average for the series.
- . This week's PROGRAM X (Thursday, 9:00-9:30 pm on CBC metronet stations) was entitled 'One's A Heifer', a TV version of a short story by Sinclair Ross about a young boy's search for two lost calves and his confrontation with a mysterious stranger. Starring were Ed and Miles McNamara. Watched by a typically small 'Program X' audience of 5 per cent, the index of enjoyment for this week's drama was 56 - a little above the low average index of 49 for the series as a whole. What many viewers of this week's play found particularly irritating was the seeming inconclusiveness and ambiguity of the ending - a feature of any TV drama that never fails to draw heavy criticism from Canadian audiences.
- . In the Tuesday 8:00-8:30 pm slot vacated last week by 'Red Skelton', the network this week presented PLAY IT AGAIN, CHARLIE BROWN, the newest in the series of irregularly scheduled Charles M. Schultz animated cartoon specials. In addition to an unmeasured but presumably large number of young viewers under the age of 12, the program drew an adult-teenage audience of 25 per cent - about the same size of audience that 'Red Skelton' has drawn each week throughout the season. As has normally been the case with 'Charlie Brown' programs in the past, this week's cartoon was no more than moderately well received by those adults and teenagers who watched it (index 67).
- . Following this at 8:30-9:00 pm, TELESCOPE profiled Dr. Joe MacInnis, a young doctor who, for the last ten years, has been engaged in underwater research and marine medicine. More enjoyed than most previous 'Telescope' programs this season, this week's broadcast rated an enjoyment index of 73 as against the 'Telescope' norm of 65. At 13 per cent, the size of the audience was about average for the series.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) had another highly favourable audience reception this week. Individual indices of enjoyment ranged from a high 82 for Monday's visit to the African Lion Safari and Game Farm near Rockton, Ontario - the fourth in a five-part 'See Canada First' series - to a moderately favourable 73 for Tuesday's talk with poet-songwriter Dory Previn. Indices for the three remaining programs fell within the

narrow 75-77 range. These were: on Friday, a program touching on unemployment and the Women's Liberation Movement; on Wednesday, a summer fashion show; and on Thursday, a visit to Digby, Nova Scotia and a talk with the owner-publisher-editor of 'The Digby Courier'. The average day audience to 'Take Thirty' this week was 6 per cent, the cumulative audience over the five day period, 11 per cent - both slightly above normal for the series.

A CBC RESEARCH REPORT

TV/71/23

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 26-APRIL 1, 1971

THIS WEEK

Full network specials included the musical 'We're All In This Together', a 'Wayne and Shuster Science Show', coverage of an exhibition 'Expo Baseball' game and a pre-game 'Meet The Expos' broadcast. 'Audubon Wildlife Theatre' was pre-empted throughout the country this week, the Tuesday editions of 'Take Thirty' and 'Edge of Night' were pre-empted on Ontario stations only.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 26 - APRIL 1, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:36	42	76
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	39	81
THE SIX WIVES OF HENRY VIII ('Anne Boleyn')	Sun. 9:00-10:30	39	72
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	78
THE INTERNS	Thu. 8:00- 9:00	30	82
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	28	77
ROWAN AND MARTIN	Fri. 8:00- 9:00	27	68
ED SULLIVAN	Sun. 8:00- 9:00	25	57
TOMMY HUNTER	Fri. 9:00-10:00	24	80
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	84
BILL COSBY	Sun. 7:30- 8:00	23	72
THE BOLD ONES	Mon. 9:00-10:00	22	80
MEN AT LAW	Tue. 9:00-10:00	21	79
TELESCOPE (Profile of singer Anne Murray)	Tue. 8:30- 9:00	19	81
COUNTRYTIME	Sat. 10:38-11:00	19	75
CBC NATIONAL NEWS	S-S. 11:00-11:21	17	82
'THE WAYNE AND SHUSTER SCIENCE SHOW'	Sun. 5:00- 5:30	13	66
EXPO BASEBALL	Wed. 8:30-10:50	12	70
+ EDGE OF NIGHT	M-F. 3:30- 4:00	11	81
'WE'RE ALL IN THIS TOGETHER'	Tue. 8:00- 8:30	10	46
CBC WEEKEND	Sun. 10:30-11:00	10	65
'MEET THE EXPOS'	Wed. 8:00- 8:30	10	68
THE GALLOPING GOURMET	M-F. 4:00- 4:30	10	71
THE NATURE OF THINGS	Mon. 10:00-10:30	8	58
TUESDAY NIGHT ('To Be Indian')	Tue. 10:00-11:00	8	58
CANADIAN COLLEGE SPORTS	Sat. 2:00- 4:00	6	81
+ TAKE THIRTY	M-F. 3:00- 3:30	5	79
COUNTRY CANADA	Sun. 1:30- 2:00	5	80
MAN ALIVE	Mon. 10:30-11:00	5	55
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	5	62
NATION'S BUSINESS	Sun. 11:30-11:36	4	57
(Progressive Conservative Party)			
THE NEW MAJORITY	Sun. 4:00- 4:56	2	\$

* Pre-empted in Ontario on Tuesday.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . In the usual 'Audubon Wildlife Theatre' slot at 5:00-5:30 pm on Sunday, the network this week presented a WAYNE AND SHUSTER SCIENCE SHOW special. The audience was 13 per cent, surpassing by several percentage points recent weeks' audiences to 'Audubon' and, in the common CBC-CTV reception area, scoring an audience advantage of 2 to 1 over the directly opposing CTV program 'University Challenge'. Though very much enjoyed by some four out of every ten people who watched it, this Wayne and Shuster show, which took a light-hearted look at the mysteries of electricity, was not particularly well received by the audience as a whole - index 66 as against an average index of 73 for all network programs this season.
- . This week's second program in the SIX WIVES OF HENRY VIII series (Sunday 9:00-10:30 pm) drew an audience of 39 per cent - 5 percentage points bigger than the audience to last week's opener and second only in size this week to the top 42 per cent audience to Saturday's Hockey broadcast. This increase this week in the size of the 'Henry VIII' audience was accompanied, however, by some decline in the level of overall audience enjoyment, this week's program - the story of Henry's second wife, Anne Boleyn - rating a moderately favourable index of 72 as against an index of 78 for the preceding Catherine of Aragon program. As was the case last week, viewers of Sunday's program had much praise for the acting, the costumes and the authenticity of the presentation. In the common CBC-CTV reception area, this week as last, 'Henry VIII' heavily outrated the two directly opposing CTV programs - 'W5' by more than 5 to 1 and 'Marcus Welby' by 2 to 1.
- . On this week's CBC WEEKEND (Sunday 10:30-11:00 pm), Secretary of State Gerard Pelletier, author of the just released 'The October Crisis', talked with Toronto columnist Ron Haggart, co-author of 'Rumours of War'; the topic - the circumstances of the Trudeau government's invocation of the War Measures Act at the height of the FLQ crisis. The program also included a memorial tribute to drama critic Nathan Cohen. The audience, at 10 per cent, was one of the smallest for a

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 26 - APRIL 1, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	13	84
MIKE NEUN	Mon. 7:30- 8:00	6	63
UPDATE	Sat. 6:00- 6:30	4	72
KALEIDOSPORT	Sat. 4:00- 5:00	3	77
VIEWPOINT	M-F. 11:22-11:29	3	71
* WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
* MUSIC TO SEE	Sun. 2:30- 3:00	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
ANALOG	Sun. 1:00- 1:15	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	81
THE ODD COUPLE	Thu. 7:30- 8:00	10	76
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	9	77
* SINGALONG JUBILEE	Wed. 7:30- 8:00	9	76
JULIA	Fri. 7:30- 8:00	8	73
ZUT	Sat. 7:00- 7:30	7	62
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	67
PROGRAM X ('Charlie Who?')	Thu. 9:00- 9:30	5	38
THE WORLD WE LIVE IN	Thu. 9:30-10:00	4	83
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	4	77
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	82
MUSIC ALBUM	Thu. 10:00-10:30	2	\$
SUZUKI ON SCIENCE	Sun. 2:00- 2:30	1	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
HOCKEY-NHL	Wed. 8:00-10:32	31	81
MOD SQUAD	Tue. 7:30- 8:30	22	80
CAROL BURNETT	Mon. 8:30- 9:30	21	82
HEE HAW	Sun. 7:30- 8:30	17	75
DEAN MARTIN	Thu. 8:30- 9:30	15	73
MANNIX	Thu. 10:00-11:00	15	78
FRIDAY NIGHT MOVIE ('A Man Could Get Killed')	Fri. 8:00-10:00	15	65
JOHNNY CASH	Tue. 9:00-10:00	15	79
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	15	76
ANDY WILLIAMS	Fri. 7:00- 8:00	15	76
ACADEMY PERFORMANCE ('The Other Man')	Sat. 8:00-10:00	14	72
F.B.I.	Fri. 10:00-11:00	14	75
IRONSIDE	Mon. 10:00-11:00	14	82
MARCUS WELBY, M.D.	Sun. 10:00-11:00	13	83
FAMILY AFFAIR	Thu. 7:00- 7:30	13	76
GLEN CAMPBELL	Sat. 7:00- 8:00	12	74
UNTAMED WORLD	Sun. 7:00- 7:30	11	85
ROOM 222	Mon. 8:00- 8:30	10	76
NASHVILLE NORTH	Tue. 8:30- 9:00	9	71
+ HERE'S LUCY	Sun. 8:30- 9:00	9	73
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	82
+ UFO	Mon. 7:00- 8:00	9	69
CTV NATIONAL NEWS	S-S. 11:00-11:20	7	78
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	66
BARBARA McNAIR	Tue. 10:00-11:00	5	56
W5	Sun. 9:00-10:00	5	64
'MONIQUE MAGNIFIQUE ENCORE'	Mon. 9:30-10:00	5	51
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	82
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	64
ANOTHER WORLD	M-F. 3:00- 3:30	4	80
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	71
+ SPORTS BEAT '70	Wed. 10:35-11:03	3	76

‡ Pre-empted on CBOT (Ottawa)

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

'CBC Weekend' program this season (average 13 per cent), the index of enjoyment, 65, significantly below the series' enjoyment norm of 74. (No audience information is available on the special 'CBC Weekend' report on the crisis in Pakistan which this week followed the National News at 11:15-11:30 pm.)

- . On Tuesday (8:30-9:00 pm) TELESCOPE presented 'Annie On The Move' - a profile of singer Anne Murray. Miss Murray's widespread popularity was reflected in the fact that the program drew the biggest 'Telescope' audience of the season - 19 per cent as against an average 12 per cent for all previous shows. This Anne Murray profile was also much more enjoyed by those who watched it than most 'Telescope' programs, the index of 81 being in fact the highest recorded for a 'Telescope' broadcast this season and much above the series' enjoyment norm of 66.
- . This week's TUESDAY NIGHT (10:00-11:00 pm) was 'To Be Indian', a documentary by Jesse Nishihata on the plight of the Canadian Indian. At 8 per cent, the audience was only about half as big as the audience to last week's 'Tuesday Night' program on capital punishment and somewhat below the 11 per cent average for the series. 'To Be Indian', which made use of original still photographs by Montreal photographer John Max and, in lieu of a narrator, had the Indian people themselves talk of their present situation and hopes for the future, was not very well received by those who watched it. Many viewers found the still photos uninteresting and a substantial minority had considerable difficulty understanding what was being said by the Indians who appeared in the program. The result was an index of audience enjoyment of 58 - one of the lowest for a 'Tuesday Night' program this season and much below the series' enjoyment norm of 70.
- . In the third broadcast of a series dealing with the role of psychiatry in today's society, THE NATURE OF THINGS (Monday 10:00-10:30 pm), in a program entitled 'Street Fighting Mad', this week studied the case of a mentally disturbed teenage patient of Montreal's Allan Memorial Institute. In line with audience reaction to each of the two preceding programs on the subject, but to an even greater extent, this week's program was felt by the majority of those who watched it to be rather uninteresting and uninformative. As a result the index of enjoyment for the audience as a whole was just 58, 5-6 points lower than the indices of the first two programs in the series and much below the average index of 80 for all previous 'Nature of Things' programs this season. At 8 per cent, the audience to this week's program was down 3 percentage points from the audience level of the week before.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) had a particularly warm audience reception this week, the average index of audience enjoyment for the five broadcasts being 79. Individual indices fell within the narrow 76-82 range with the highest index going to Monday's final program of the five-part 'See Canada First' series, the lowest to the Thursday talk with filmmaker Agota Gabor about her recent trip to Berlin. The three remaining programs were: on Friday, the first of a two-part study of the increasing incidence of venereal disease in Canada and the U.S.; on Wednesday, a discussion with child psychologist Dr. Haim Ginott; and on Tuesday, in all areas except Ontario, a second conversation with veteran stage and screen star Lillian Gish. The average day audience to 'Take Thirty' this week was the usual 5 per cent, the cumulative audience over the five days, 10 per cent.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 26 - APRIL 1, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 14TH	7:00- 7:30	Not Complete Network		18	ANDY WILLIAMS
	7:30- 8:00	Metronet Only			
	8:00- 8:30	ROWAN AND MARTIN	22	19	FRIDAY NIGHT MOVIE ('A Man Could Get Killed')
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	17		
	9:30-10:00				
	10:00-10:30	Metronet Only		18	F.B.I.
	10:30-11:00				
SAT 15TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	22	14	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	18	21	HEE HAW
	8:00- 8:30	ED SULLIVAN	20		
	8:30- 9:00			11	+ HERE'S LUCY
	9:00- 9:30	THE SIX WIVES OF HENRY VIII	34	6	W5
	9:30-10:00			17	MARCUS WELBY, M.D.
	10:00-10:30				
	10:30-11:00	CBC WEEKEND	8		
MON 29TH	7:00- 7:30	Local Programming		11	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	26	12	ROOM 222
	8:30- 9:00	FRONT PAGE CHALLENGE	18	26	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	17		
	9:30-10:00			6	'MONIQUE MAGNIFIQUE ENCORE'
	10:00-10:30	THE NATURE OF THINGS	6	17	IRONSIDE
	10:30-11:00	MAN ALIVE	3		
TUE 30TH	7:00- 7:30	Local Programming		19	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			27	MOD SQUAD
	8:00- 8:30	'WE'RE ALL IN THIS TOGETHER'	7		
	8:30- 9:00	TELESCOPE	15	11	NASHVILLE NORTH
	9:00- 9:30	MEN AT LAW	16	18	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT ('To Be Indian')	6	7	BARBARA McNAIR
	10:30-11:00				
THU 1ST	7:00- 7:30	Local Programming		16	FAMILY AFFAIR
	7:30- 8:00	Metronet Only		27	ENGELBERT HUMPERDINCK
	8:00- 8:30	THE INTERNS	25		
	8:30- 9:00			19	DEAN MARTIN
	9:00- 9:30			8	HERE COME THE SEVENTIES
	9:30-10:00	Metronet Only			
	10:00-10:30			19	MANNIX
	10:30-11:00	Not Complete Network			
	S-S	10:00-11:00	CBC NEWS	13	9

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- . This week's MAN ALIVE (Monday 10:30-11:00 pm) profiled Canadian artist Jack Chambers. The audience was 5 per cent, the index of enjoyment 55 - both below average for the series which, so far this season, has drawn weekly audiences averaging about 7 per cent and which has an average index of enjoyment of 67.
- . This week's PROGRAM X (Thursday 9:00-9:30 pm on the metronet) was 'Charlie Who?', an off-beat comedy-satire about a wife and mother-in-law pact to ignore husband Charlie. Starring were Betty Leighton, Cosette Lee, and Cleeson Goodhue. The audience size was about average for the 'Program X' series - 5 per cent nationally and 7 per cent in the metronet area. However, with an index of audience enjoyment of just 38, this week's play, which was frequently described by viewers as pointless, stupid and far-fetched, was even less enjoyed than most programs have been in this not-very-well-received series, the average index of enjoyment of which is only 50.
- . Making its last appearance until the conclusion of the NHL Playoffs, ENCOUNTER (Thursday 10:30-11:00 pm on the metronet and some CBC affiliated stations) this week drew a typically small 2 per cent national, 3 per cent metronet area audience. The guest on this occasion was Progressive Conservative MP John Lundrigan. While an index of audience enjoyment is not available for this or for most other individual 'Encounter' programs (the audience sample in each case being too small to provide reliable data), the series as a whole appears to have been moderately well received by those who watched it, the average index of enjoyment for the season being 70.
- . At 8:00-8:30 pm on Tuesday the network presented WE'RE ALL IN THIS TOGETHER, a music special in which soul-singer Tobi Lark led a congregation of some five hundred in a church sing-in about the virtues of love, peace and brotherhood. Viewer reaction to the broadcast was widely varied, and on the whole not very enthusiastic. Close to one-quarter of those who watched the program rated it at the extreme favourable end of the rating scale as one that they had enjoyed very much - but about the same number of viewers chose the other extreme to describe the program as one that they hadn't enjoyed at all; the resultant index of enjoyment for the audience as a whole was just 46 - second only this week to the specially low index of 38 recorded for 'Program X'. The audience for 'We're All In This Together' was also very small for a Tuesday 8:00-8:30 pm program - only 10 per cent as against a season's average 24 per cent for 'Red Skelton' and a 25 per cent audience to last week's 'Charlie Brown' special.
- . Notable among CTV programs this week for the relatively poor audience response to it was MONIQUE MAGNIFIQUE ENCORE, a special broadcast from Toronto's Massey Hall featuring the popular Quebec chanteuse Monique Leyrac. On Monday at 9:30-10:00 pm, the audience (5 per cent nationally, about 6 per cent in the CTV coverage area) was less than half the size of the usual audience to the pre-empted 'Pig and Whistle' and the index of enjoyment was

only 51 - the lowest level of audience enjoyment of any CTV program this week and much below 'Pig and Whistle's' average 71. In the common CBC-CTV reception area the Monique Leyrac program was heavily outrated, by about 3 to 1, by the directly opposing 'Bold Ones' on CBC stations; and on the CTV network itself its audience was only about one-quarter the size of the audience to 'Carol Burnett' which immediately preceded it and only about one-third of the audience to 'Ironside' which immediately followed it. Altogether a striking comment on the relative popularity of these several programs among English Canadian viewers.

A CBC RESEARCH REPORT

TV/71/24

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 2 - 8, 1971

THIS WEEK

Special network programming this week included two Hockey Playoff broadcasts, coverage of The Grand National Steeplechase, a program entitled 'Meet The Masters' on the history of the Masters Golf Tournament, and the Nancy Sinatra musical 'Movin' With Nancy On Stage'.

Regular CBC programs pre-empted throughout the country this week included 'Ed Sullivan', 'The Interns', 'Program X', and 'Music Album'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 2 - 8, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
NHL HOCKEY PLAY-OFF	Wed. 8:00-10:53	53	86
NHL HOCKEY PLAY-OFF	Thu. 7:30-10:35	52	85
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	45	82
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	37	79
THE SIX WIVES OF HENRY VIII ('Jane Seymour')	Sun. 9:00-10:30	36	76
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	31	78
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	28	77
'MOVIN' WITH NANCY SINATRA ON STAGE'	Sun. 8:00- 9:00	28	65
ROWAN AND MARTIN	Fri. 8:00- 9:00	26	67
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	25	81
TOMMY HUNTER	Fri. 9:00-10:00	25	82
BILL COSBY	Sun. 7:30- 8:00	22	71
COUNTRYTIME	Sat. 10:30-11:00	21	76
MEN AT LAW	Tue. 9:00-10:00	19	78
CBC NATIONAL NEWS	S-S. 11:00-11:21	18	81
THE BOLD ONES	Mon. 9:00-10:00	17	70
CBC WEEKEND	Sun. 10:30-11:00	12	67
EDGE OF NIGHT	M-F. 3:30- 4:00	11	83
TELESCOPE	Tue. 8:30- 9:00	10	71
(Profile of Social Worker Ken Brindle)			
TUESDAY NIGHT	Tue. 10:00-11:00	10	79
(on Yugoslavia's President Tito)			
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	10	84
THE GALLOPING GOURMET	M-F. 4:00- 4:30	9	71
'MEET THE MASTERS' (Golf)	Tue. 8:00- 8:30	8	67
THE NATURE OF THINGS	Mon. 10:00-10:30	6	62
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	5	58
TAKE THIRTY	M-F. 3:00- 3:30	5	76
MAN ALIVE	Mon. 10:30-11:00	5	61
COUNTRY CANADA	Sun. 1:30- 2:00	4	82
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	4	76
THE NEW MAJORITY	Sun. 4:00- 4:56	3	\$
CANADIAN COLLEGE SPORTS	Sat. 4:00- 5:00	2	\$

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week saw the debut of THE IRISH ROVERS which replaces 'The Mike Neun Show' in the Monday 7:30-8:00 pm slot on the metronet and some affiliated stations. The audience was 16 per cent nationally, representing a substantial 21 per cent audience in the metronet area where the program is fully available - an audience about two and a half times as big as the usual metronet area audience to 'Mike Neun'. Nor was the success of this opening 'Irish Rovers' show marked only by its large audience; it was also immensely enjoyed by the great majority of those who watched it - by men and women alike, by young and old, by viewers in different regions across the country, and equally by rural and urban dwellers. For the audience as a whole the index of audience enjoyment was 86 - one of the highest for any network program this week and also one of the highest levels of audience enjoyment in recent years for a CBC music variety series. (Information on viewers' reactions to the individual items in this first 'Irish Rovers' program has been separately reported.)
- THE SIX WIVES OF HENRY VIII (Sunday 9:00-10:30 pm) drew another large audience this week - 36 per cent, about mid-way between the 34 and 39 per cent audiences for the first two episodes and representing just on 4 million viewers - once again one of the biggest audiences of the week. The index of audience enjoyment for this week's episode, which dealt with Henry's third wife Jane Seymour, was 76; this compares with an index of 72 for last week's episode on Anne Boleyn and an index of 78 for the opening program of the series on Catherine of Aragon.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 2 - 8, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	16	86
HYMN SING	Sun. 5:30- 6:00	13	83
THE GRAND NATIONAL STEEPLECHASE	Sun. 2:30- 3:00	5	85
KALEIDOSPORT	Sat. 2:00- 4:00	4	76
UPDATE	Sat. 6:00- 6:30	4	77
VIEWPOINT	M-F. 11:22-11:29	3	71
* WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	78
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	8	79
SINGALONG JUBILEE	Wed. various	7	74
JULIA	Fri. 7:30- 8:00	7	80
THE ODD COUPLE	Thu. various	7	78
ZUT	Sat. 7:00- 7:30	6	65
THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	66
THE FORSYTE SAGA	Fri. 10:00-11:00	4	79
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
SUZUKI ON SCIENCE	Sun. 2:00- 2:30	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	19	80
MOD SQUAD	Tue. 7:30- 8:30	19	81
HEE HAW	Sun. 7:30- 8:30	16	74
IRONSIDE	Mon. 10:00-11:00	15	82
ANDY WILLIAMS	Fri. 7:00- 8:00	15	72
FRIDAY NIGHT MOVIE ('Easy Come, Easy Go')	Fri. 8:00-10:00	15	68
F.B.I.	Fri. 10:00-11:00	14	78
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	14	78
ACADEMY PERFORMANCE ('Tom Curtain')	Sat. 8:00-10:30	14	77
JOHNNY CASH	Tue. 9:00-10:00	13	76
GLEN CAMPBELL	Sat. 7:00- 8:00	12	78
MARCUS WELBY, M.D.	Sun. 10:00-11:00	12	82
MANNIX	Thu. 10:00-11:00	12	78
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	70
UNTAMED WORLD	Sun. 7:00- 7:30	11	86
FAMILY AFFAIR	Thu. 7:00- 7:30	10	79
NASHVILLE NORTH	Tue. 8:30- 9:00	10	71
DEAN MARTIN	Thu. 8:30- 9:30	10	74
+ UFO	Mon. 7:00- 8:00	8	70
ROOM 222	Mon. 8:00- 8:30	8	81
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:25	8	76
* CTV NATIONAL NEWS	S-S. 11:00-11:20	7	77
+ HERE'S LUCY	Sun. 8:30- 9:00	7	77
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	80
+ ENGELBERT HUMPERDINCK	Thu. 7:30- 8:30	5	75
BARBARA McNAIR	Tue. 10:00-11:00	5	55
WS	Sun. 9:00-10:00	4	71
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	66
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	4	75
ANOTHER WORLD	M-F. 3:00- 3:30	4	82
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	77
+ SPORTS BEAT '70	Wed. 10:30-11:00	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

* Broadcast time 11:30-11:50 pm on Saturday.

\$ Sample too small for reliable reporting of enjoyment level.

- This week's half-hour CBC WEEKEND (Sunday 10:30-11:00 pm) consisted of two main items. One was a discussion of the pros and cons of U.S. investment in Canada, including comment by Minister of Energy, Mines and Resources J.J. Greene and Dr. Robert MacIntosh, Deputy Chief General Manager of the Bank of Nova Scotia. The other item reported on the case of a Nova Scotia farmer whose livestock had apparently been contaminated by a Department of Agriculture chemical spray project. The size of this week's audience, at 12 per cent, was about average for 'Weekend' this season, though peak audiences of 18 and 19 per cent have been reached on occasion. The index of enjoyment of 67, however, while consistent with lowered levels of enjoyment for 'Weekend' throughout February and March, remained substantially below the average index of enjoyment of 76 for 'Weekend' over the earlier months of the season - i.e. up to the end of January.
- Saturday evening (8:00-10:29 pm eastern time) marked the end of the season's regular HOCKEY NIGHT IN CANADA broadcasts. At 45 per cent, the total audience to the two games was about equal in size to audiences for 'Hockey Night' each week since early January and much bigger than the average 36 per cent audience for Saturday 'Hockey' over the same period last season. This week's broadcast was also much enjoyed by those who watched it, the overall index for the two games - Boston at Toronto and New York at Montreal - being a typically high 82.
- The biggest network audiences of the week, however, went unquestionably to the HOCKEY PLAYOFFS. The first and second Montreal-Boston and Toronto-New York Eastern quarter finals on Wednesday (8:00-10:53 pm and 7:30-10:13 pm eastern time) and on Thursday (8:00-10:51 pm and 7:30-10:35 pm EST) drew equally big national audiences of 52 and 53 per cent which surpassed by several percentage points the biggest audience recorded for a 'Hockey Playoff' broadcast last year. As with most playoffs, the great majority of those who watched this week's contests much enjoyed them, the indices of enjoyment for the four games all being in the high 84-93 range.
- In the final program of a special four-part series dealing with the role of psychiatry in contemporary society, THE NATURE OF THINGS (Monday, 10:00-10:30 pm) this week looked at encounter groups and their efforts toward the rediscovery of physical communication between humans. The audience was down a further two points this week to the 6 per cent level and the index of enjoyment, at 62, was about average for the four programs. This is a general level of performance that is much below normal for 'The Nature of Things' series as a whole which, prior to this psychiatry series, had this season averaged a 10 per cent audience and an index of enjoyment of 80. Some of the apparent reasons for this adverse reaction to these recent weeks' programs have been indicated in earlier reports.
- This week's MAN ALIVE (Monday 10:30-11:00 pm) traced the history of religious music from the plain song of the Middle Ages to today's rock sound. The audience, at 5 per cent, was unchanged from the week before and still slightly below average for the series. Nor was Monday's program particularly well received by those who watched it, the index of enjoyment being just 61 as against a norm of 66 for the 'Man Alive' series as a whole.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 2 - 8, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 2ND	7:00- 7:30	Not Complete Network		19	ANDY WILLIAMS
	7:30- 8:00	Metronet Only			
	8:00- 8:30	ROWAN AND MARTIN	21	18	FRIDAY NIGHT MOVIE ('Easy Come, Easy Go')
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	17		
	9:30-10:00				
	10:00-10:30	Metronet Only		18	F.B.I.
10:30-11:00					
SUN 4TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	22	14	UNTAMED WORLD
	7:30- 8:00	BILL COSBY	17	20	HEE HAW
	8:00- 8:30	'MOVIN' WITH NANCY SINATRA ON STAGE'	23		
	8:30- 9:00				
	9:00- 9:30	THE SIX WIVES OF HENRY VIII	32	6	W5
	9:30-10:00				
	10:00-10:30			15	MARCUS WELBY, M.D.
10:30-11:00	CBC WEEKEND	10			
MON 5TH	7:00- 7:30	Local Programming		10	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	26	10	ROOM 222
	8:30- 9:00	FRONT PAGE CHALLENGE	19	24	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	12		
	9:30-10:00				
	10:00-10:30	THE NATURE OF THINGS	3	19	IRONSIDE
10:30-11:00	MAN ALIVE	2			
TUE 6TH	7:00- 7:30	Local Programming		17	THE COURTSHIP OF EDDIE'S FATHER
	7:30- 8:00			24	MOD SQUAD
	8:00- 8:30	'MEET THE MASTERS'	6		
	8:30- 9:00	TELESCOPE	7	12	NASHVILLE NORTH
	9:00- 9:30	MEN AT LAW	14	16	JOHNNY CASH
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT (on Yugoslavia's President Tito)	10	6	BARBARA McNAIR
10:30-11:00					
S-S	11:00-11:20	CBC NEWS	14	9	* CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

* Broadcast time 11:30-11:50 pm on Saturday.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Wednesday and Thursday data in this table.

- . This week's TUESDAY NIGHT (Tuesday, 10:00-11:00 pm), entitled 'Tito - The Meaning of Courage', was a documentary on Yugoslavia's President that traced Tito's career from his early days as a young rebel to his present role as head of the Yugoslav government. Audience reaction was, on the whole, very favourable. Rated by viewers on various scales, the documentary emerged as a highly interesting, informative, clearly presented and worthwhile program, one that many viewers felt provided much needed insight into the career of a man about which not very much was known. The index of enjoyment for the audience as a whole was 79 - a level of enjoyment surpassed by only three other 'Tuesday Night' programs this season. The size of the audience, at 10 per cent, was about average for the series.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) had an average index of enjoyment of 76 this week for its five programs. Individual indices ranged from a high of 80 for the Wednesday program on car safety to a low of 72 for the Monday report on Toronto's unstructured high school experiment 'Seed'. Each of the three remaining programs had an index of 76-77. These were: on Tuesday, an interview with comedienne Phyllis Diller, on Thursday, a follow-up program on venereal disease, and on Friday, a current affairs program that discussed the possibility of a national rail strike in Canada, the World Communist Congress, and youth and unemployment. The average day audience to 'Take Thirty' this week was the usual 5 per cent, the cumulative audience over the five-day period, 9 per cent.
- . TELESCOPE (Tuesday 8:30-9:00 pm) this week profiled Australian social worker Ken Brindle, a native Aborigine who conducts a government-supported self-help program for Aborigines. More enjoyed than most previous 'Telescope' programs this season, the broadcast rated an enjoyment index of 71 as against a 'Telescope' norm of 66. The audience, at 10 per cent, was however, slightly below average for the series and only about half as big as last week's peak 'Telescope' audience for the portrait of Anne Murray.
- . A review of TOMMY HUNTER audiences over the past two seasons indicates that the current one-hour series on Fridays at 9:00-10:00 pm, after a somewhat shaky start in the early months of this season, has in recent months been drawing a slightly bigger audience than was attracted at this same time last year by the half-hour 'Tommy Hunter' series on Sundays 7:00-7:30 pm. However, this season's show is now much more widely enjoyed by those who are watching it than was last season's - over this same period of the year, from the beginning of January. This week's program, which featured guests Hank Snow and 'The Mercey Brothers', had a typically high index of enjoyment of 82 and a slightly above average 25 per cent audience.
- . Making its final appearance of the season, the CBC metronet series ZUT (Friday 7:00-7:30 pm but re-scheduled in some areas) this week drew a fairly typical 6 per cent national, 9 per cent metronet area audience. Throughout its 24-week run 'Zut' has been no more than moderately well received with indices of audience enjoyment ranging from a high of 72 to a low of 56 for an average 63.

- . In the usual 'Ed Sullivan' slot at 8:00-9:00 pm on Sunday, the network this week carried the U.S.-produced Nancy Sinatra special MOVIN' WITH NANCY ON STAGE. The program, featuring the singer in a night club setting with guests 'The Osmond Brothers' and 'The Blossoms', drew an audience that was somewhat bigger than recent audiences to the pre-empted 'Sullivan' - 28 per cent as against an average 25 per cent. However, while teenage viewer reaction to 'Movin' With Nancy' was fairly enthusiastic (the index for that segment of the audience being 78) adults who watched the program were much less favourably impressed. This resulted in an index of only 65 for the audience as a whole - a low level of achievement for a variety special.
- . On Sunday afternoon, at 2:30-3:00 pm throughout most of the country but one hour later in the Atlantic Provinces, the CBC metronet and some affiliated stations carried a special broadcast of the 114th GRAND NATIONAL STEEPLECHASE which had been run the day before at Aintree in England. The audience to the program was 5 per cent nationally, the index of audience enjoyment a high 85.

A CBC RESEARCH REPORT

TV/71/25

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 9 - 15, 1971

THIS WEEK

Special network programming this week included four 'Hockey Playoff' broadcasts, live coverage of the annual 'Academy Awards' and 'Masters' Golf Tournament', the Anne Murray and Frank Sinatra musicals 'I Believe In Music', and 'Sinatra In Concert Royal Festival Hall', a music-documentary on violinist Jascha Heifetz and the Good Friday programs 'Time and Time Again' and 'Black Hallelujah'.

The many regular network programs pre-empted throughout the country included: 'Rowan and Martin', 'Provincial Affairs', 'The New Majority', 'Audubon Wildlife Theatre', 'Adventures In Rainbow Country', 'Ed Sullivan', 'The Six Wives of Henry VIII', 'Nation's Business', 'The Bold Ones', 'Telescope', 'Men At Law', 'Tuesday Night', 'The Interns', 'Program X', and 'Music Album'. In addition information is unavailable this week for 'CBC Weekend'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 9 - 15, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
NHL HOCKEY PLAYOFF	Thu. 8:00-11:00	61	85
NHL HOCKEY PLAYOFF	Tue. 8:00-10:54	56	82
NHL HOCKEY PLAYOFF	Sat. 8:00-10:51	55	87
NHL HOCKEY PLAYOFF	Sun. 7:00- 9:29	50	84
‡ ACADEMY AWARDS	Thu. 10:45-12:28 am	34	63
'I BELIEVE IN MUSIC' (Anne Murray Special)	Wed. 8:00- 9:00	30	71
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	77
FRANK SINATRA SPECIAL	Wed. 9:00-10:00	25	66
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	24	81
* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	23	69
TOMMY HUNTER	Fri. 9:00-10:00	21	79
'BLACK HALLELUJAH'	Fri. 8:00- 9:00	18	59
* CBC NATIONAL NEWS	S-S. 11:00-11:21	17	81
+ COUNTRYTIME	Sat. 10:37-11:00	14	76
BILL COSBY	Sun. Various	13	67
MASTERS' GOLF TOURNAMENT	Sun. 4:00- 5:38	13	78
'JASCHA HEIFETZ'	Mon. 9:00-10:00	12	68
MASTERS' GOLF TOURNAMENT	Sat. 5:00- 6:14	11	75
EDGE OF NIGHT	M-Th. 3:30- 4:00	11	82
VACATION CANADA	Wed. 10:00-11:00	9	84
THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	71
THE NATURE OF THINGS	Mon. 10:00-10:30	7	76
MAN ALIVE	Mon. 10:30-11:00	5	56
TAKE THIRTY	M-Th. 3:00- 3:30	4	74
'TIME AND TIME AGAIN' (Repeat)	Fri. 3:00- 4:00	4	70
* COUNTRY CANADA	Sun. 1:30- 2:00	3	71
CBC WEEKEND	Sun. 10:00-11:00	DATA NOT AVAILABLE	

‡ Montreal region joined in progress at 10:45 pm EST; elsewhere joined in progress at 11:02 pm EST.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Toronto region: 10:37-11:00 pm EST; elsewhere joined in progress at 10:52 pm EST.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week's second program in the new IRISH ROVERS series (Monday, 7:30-8:00 pm on the metronet and some affiliated stations) drew a 16 per cent national, 21 per cent metronet area audience - equal to that attracted to the series' opener and an unusually big audience for the Monday at 7:30 pm slot. Nor was this week's program any less widely enjoyed than last week's, the overall index of audience enjoyment (85) again representing one of the highest levels of audience enjoyment recorded in recent years for a CBC music variety series. (Information on viewers' reactions to the individual items in this second 'Irish Rovers' program has been separately reported.)
- Again this week the biggest network audiences went to the HOCKEY PLAYOFFS - in this case, to the third, fourth, fifth, and sixth games of the Montreal-Boston and Toronto-New York Eastern quarter-final series. National audiences ranged from 50 per cent for the Sunday coverage, which began an hour earlier than the other three at 7:00 pm eastern time, to a high of 61 per cent for Thursday's coverage of the 6th game in each series. Audiences to the two remaining broadcasts - on Saturday and Tuesday - fell mid-way between these two extremes at 55-56 per cent. As usual, the great majority of those who watched this week's contests much enjoyed them, the indices of enjoyment for the eight games all being in the 78-91 range.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 9 - 15, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	16	85
** HYMN SING	Sun. 5:30- 6:00	9	84
* KALEIDOSPORT	Sat. 2:00- 4:00	4	76
‡ VIEWPOINT	M-F. 11:22-11:29	3	76
* UPDATE	Sat. 6:00- 6:30	3	\$
** REPLAY	Sat. 4:00- 5:00	2	\$
* WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
* MUSIC TO SEE	Sun. 2:30- 3:00	1	\$
‡ ANALOG	Sun. 1:00- 1:15	1	\$
<u>CBC METRONET</u>			
* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	12	69
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	7	77
SINGALONG JUBILEE	Wed. 7:30- 8:00	7	74
JULIA	Fri. 7:30- 8:00	7	74
‡ THE ODD COUPLE	Thu. 7:30- 8:00	6	77
* THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	69
THE FORSYTE SAGA	Fri. 10:00-11:00	4	79
* THE WORLD WE LIVE IN	Sat. 7:00- 7:30	2	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
* SUZUKI ON SCIENCE	Sun. 2:00- 2:30	1	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	21	77
IRONSIDE	Mon. 10:00-11:00	15	80
MARCUS WELBY, M.D.	Sun. 10:00-11:00	14	81
PIG 'N' WHISTLE	Mon. 9:30-10:00	14	70
ANDY WILLIAMS	Fri. 7:00- 8:00	14	73
F.B.I.	Fri. 10:00-11:00	13	78
FRIDAY NIGHT MOVIE ('The Psychiatrist: God Bless The Children')	Fri. 8:00-10:00	13	69
NATIONAL GEOGRAPHIC SPECIAL ('Journey To The High Arctic')	Sun. 7:30- 8:30	12	90
MOD SQUAD	Tue. 7:30- 8:30	11	81
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:00	11	74
GLEN CAMPBELL	Sat. 7:00- 8:00	10	76
FAMILY AFFAIR	Thu. 7:00- 7:30	9	79
ROOM 222	Mon. 8:00- 8:30	9	76
ACADEMY PERFORMANCE ('Death Of A Gunfighter')	Sat. 8:00-10:00	9	72
JOHNNY CASH	Tue. 9:00-10:00	8	77
+ UFO	Mon. 7:00- 8:00	8	72
CTV NATIONAL NEWS	S-S. 11:00-11:20	7	79
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	82
UNTAMED WORLD	Sun. 7:00- 7:30	7	84
+ HERE'S LUCY	Sun. 8:30- 9:00	6	73
MANNIX	Thu. 10:00-11:00	6	77
BARBARA McNAIR	Tue. 10:00-11:00	5	57
+ ENGELBERT HUMPERDINCK	Thu. 7:30- 8:30	5	71
W5	Sun. 9:00-10:00	5	57
NASHVILLE NORTH	Tue. 8:30- 9:00	5	71
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	5	84
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	65
+ SPORTS BEAT '70	Wed. 10:30-11:00	4	71
ANOTHER WORLD	M-F. 3:00- 3:30	3	79
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	74
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	3	\$
HERE COME THE SEVENTIES	Thu. 9:30-10:00	2	\$

‡ Joined in progress in some areas.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

‡ Pre-empted in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- . Next to 'Hockey Playoffs', the biggest network audience this week went to the Thursday coverage of the annual ACADEMY AWARDS presentations. Joined in progress following hockey (at 10:45 pm in Montreal and at 11:02 pm eastern time elsewhere across the country) and running to 12:28 am EST, the CBC 'Awards' broadcast drew a 34 per cent audience representing just under 4 million adult and teenage viewers. This is a far smaller audience than was attracted to last year's complete two-and-a-half hour coverage of the 1970 ceremonies (audience 48 per cent) and is indeed much the smallest audience for any 'Awards' presentation on record. The 1971 'Awards' broadcast also rated an unusually low enjoyment index - 63 as against the 78 recorded for last year's program.
- . Occupying the Wednesday 8:00-9:00 pm slot on CBC stations this week was I BELIEVE IN MUSIC, the third of four music specials this season featuring singing star Anne Murray. The audience was 30 per cent - one of the biggest (next to 'Hockey Playoffs' and 'Academy Awards') for a network program this week but short of the specially big 37 per cent audience attracted to last month's Murray special 'Straight Clean and Simple'. Nor was 'I Believe In Music' (which, in addition to Miss Murray, included singer-guitarist Jerry Reed, 'The Staple Singers', 'Doctor Music' and 'The Brian Browne Trio') particularly well received by those who watched it. As a whole it rated a moderately favourable index of 71 - some 6 points below the index of enjoyment attained by both the March and October 'Anne Murray' shows.
- . Following this at 9:00-10:00 pm Wednesday, a 25 per cent audience was attracted to FRANK SINATRA IN CONCERT ROYAL FESTIVAL HALL, a one-man music special that was taped during a charity performance for the United World Colleges and which saw HRH Princess Grace of Monaco introduce Sinatra to the London audience. With older viewers being no more enthusiastic than the younger members of the audience, the broadcast rated an overall enjoyment index of just 66.
- . Later at 10:00-11:00 pm Wednesday, a new series entitled VACATION CANADA made its debut on the full CBC network. The opening program, the first of two looking at Canada as a vacation land and focusing on British Columbian and Maritime tourist attractions, was highly acclaimed with an audience enjoyment index of 84. The audience was 9 per cent - somewhat smaller than audiences maintained by the recently-completed 'This Land' series once it became established in this same Wednesday at 10:00 pm slot but just as big as the audience attracted to 'This Land' programs in the very early weeks of the season.
- . THE NATURE OF THINGS (Monday 10:00-10:30 pm) this week drew a somewhat below average audience of 7 per cent for a repeat showing of last year's 'Ages of Man' program 'The Family Doctor'. Profiling a typical day in the life of a family physician, the program was again very much enjoyed by the majority of those who watched it, the index of 76 being about equal to that recorded for the original broadcast in November '69 and much above the unusually low enjoyment indices attained by the just-completed 'Nature of Things' series on the role of psychiatry in today's society.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 9 - 15, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 9TH	7:00- 7:30	Not Complete Network		17	ANDY WILLIAMS
	7:30- 8:00	Metronet Only			
	8:00- 8:30	'BLACK HALLELUJAH'	14	16	FRIDAY NIGHT MOVIE ('The Psychiatrist: God Bless The Children')
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	15		
	9:30-10:00				
	10:00-10:30	Metronet Only		16	F.B.I.
	10:30-11:00				
MON 12TH	7:00- 7:30	Local Programming		10	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	26	11	ROOM 222
	8:30- 9:00	FRONT PAGE CHALLENGE	19	26	CAROL BURNETT
	9:00- 9:30	'JASCHA HEIFETZ'	10		
	9:30-10:00			17	FIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS	5	19	IRONSIDE
	10:30-11:00	MAN ALIVE	3		
S-S	11:00-11:20	* CBC NEWS	13	9	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

* Re-scheduled in some areas on Thursday.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Sunday, Tuesday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Sunday, Tuesday, Wednesday and Thursday data in this table.

- . In a program entitled 'Life And Death', MAN ALIVE (Monday 10:30-11:00 pm) this week had program host Roy Bonisteel question U.S. lawyer and political activist William Springfellow about his emotional and intellectual reactions when, during a recent illness, he came face to face with death. The size of the audience, at 5 per cent, was unchanged from the past two weeks; the index of audience enjoyment of 56 some 10 points below average for the 'Man Alive' series.
- . TAKE THIRTY (weekdays 3:00-3:30 pm but pre-empted on Good Friday) this week rated an average index of 74 for its four programs. The highest enjoyment index of 78 went to the Thursday look at 'The Academy Awards' with impressionist Rich Little; the lowest, of 70, to the Tuesday report on movie and 'confession' magazines. Each of the two remaining programs had an index of 73-74. These were: on Monday, a program in which child psychiatrist Haim Ginott discussed child-raising problems with a group of mothers; and on Wednesday, a talk with former 'Take Thirty' researcher Carol Moore-Ede about her cross-Canada tour and just-completed book on Canadian architecture and with Pat Crawley of Crawley Films about his survival of a plane crash in which the pilot was killed. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the four days, 8 per cent.
- . Since early March, the Saturday post-hockey (10:30 pm EST) country-music series COUNTRYTIME, which had its final showing of the season this week, has maintained an average audience of 20 per cent - just slightly bigger than audiences to most regularly-scheduled broadcasts in the series during the earlier months of the season. The overall level of audience enjoyment of 'Countrytime' has been consistently high throughout the season, the indices being for the most part within the 73-78 range for an average 76.
- . In the usual 'Bold Ones' slot at 9:00-10:00 pm Monday, the network this week presented a special music-documentary on world renowned violinist Jascha HEIFETZ. The program, which included footage of Heifetz in rehearsal and performance as well as at his California home instructing pupils and relaxing on the beach, drew a relatively small audience for the time period - just 12 per cent as against an average 'Bold Ones' audience of 21 per cent. Particularly enjoyed by viewers in the over-50 age group and rated as having been enjoyed "very much" by about half of all those who saw it, the broadcast rated an index of enjoyment of 68 for the audience as a whole.
- . Making its ninth and final appearance of the season, WORLD OF MUSIC (Sunday 3:00-4:00 pm on the metronet and some affiliated stations) this week drew a typically small 2 per cent audience that involved too few panel members to provide a reliable indication of viewer enjoyment of the program - a behind-the-scenes look at the opera 'The Knot Garden' and film of the ballet 'Enigma Variations'. On the whole, however, the 'World of Music' series has been moderately well received with an average index of audience enjoyment of 67.
- . On Friday at 3:00-4:00 pm, the full network presented a repeat of last year's Good Friday special TIME AND TIME AGAIN, a CBC-produced program exploring

the historical and religious significance of life on the Swedish island of Gotland in the Baltic Sea. The audience was a small 4 per cent, the index of audience enjoyment, 70.

- . Then, at 8:00 pm Good Friday evening, the network carried BLACK HALLELUJAH, an hour-long soul-rock version of the Easter story combining gospel readings, upbeat gospel music and studio-audience participation. More enjoyed by those in the major urban centres than by viewers living in the more rural parts of the country, the program rated an overall audience enjoyment index of 59. The national audience, at 18 per cent, was about two-thirds as big as the usual Friday evening audience to the pre-empted 'Rowan and Martin'.
- . On Saturday 5:00-6:14 pm EST and Sunday 4:00-5:38 pm EST, the network provided live coverage of the 35th annual MASTERS' GOLF TOURNAMENT from Augusta, Georgia. The Saturday broadcast drew an 11 per cent audience and rated an index of 75; Sunday's final round, a slightly bigger audience of 13 per cent and an audience enjoyment index of 78. The CBC's three-day coverage of last year's more closely fought 'Masters' Golf Tournament' attracted a slightly smaller audience (average 9 per cent) but was more enjoyed on the whole, the enjoyment indices being in the 80-84 range for an average 82.

A CBC RESEARCH REPORT

TV/71/27

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 16 - 22, 1971

THIS WEEK

Special programming on the full network this week included three Hockey Playoff games, two broadcasts covering the NDP Leadership Convention and a pre-convention program titled 'Who Follows The Leader', coverage of the third annual 'Miss Teen Canada Pageant', and a repeat showing of the drama 'The Mercenaries'. The week also marked the network debut of two new Saturday series - the Edmonton-originated 'Tommy Banks Show' and the Winnipeg-produced country and western variety series, 'My Kind of Country'. Also on Saturday, 'Major League Baseball' returned for its first telecast of the season.

The numerous regular programs pre-empted throughout the country included: 'Suzuki on Science', 'The New Majority', 'Partridge Family', 'Front Page Challenge', 'The Nature of Things', 'Man Alive', 'Telescope', 'Men At Law', 'Tuesday Night', 'Singalong Jubilee', 'Vacation Canada', 'The Odd Couple', 'The Interns', 'Program X' and 'Music Album'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 16 - 22, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
NHL HOCKEY PLAYOFF	Tue. 8:00-10:30	53	78
NHL HOCKEY PLAYOFF	Thu. 8:00-10:45	51	83
MISS TEEN CANADA PAGEANT	Mon. 8:00- 9:00	43	75
NHL HOCKEY PLAYOFF	Sun. 2:00- 4:47	34	89
THE SIX WIVES OF HENRY VIII ('Anne Of Cleves')	Sun. 9:00-10:30	31	73
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	29	79
ROWAN AND MARTIN	Fri. 8:00- 9:00	25	67
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	23	74
TOMMY HUNTER	Fri. 9:00-10:00	22	80
ED SULLIVAN	Sun. 8:00- 9:00	20	69
THE BOLD ONES	Mon. 9:00-10:00	19	78
BILL COSBY	Sun. 7:30- 8:00	17	69
CBC NATIONAL NEWS	S-S. 11:00-11:21	17	80
NDP LEADERSHIP CONVENTION - OPENING CEREMONIES	Wed. 8:30-11:00	17	50
CBC WEEKEND	Sun. 10:30-11:00	12	72
MY KIND OF COUNTRY	Sat. 10:30-11:00	12	71
+ NDP LEADERSHIP CONVENTION - FAREWELL TO TOMMY DOUGLAS	Thu. 7:00- 8:00	12	58
EDGE OF NIGHT	M-F. 3:30- 4:00	11	83
'THE MERCENARIES' (drama) (repeat)	Sat. 9:00-10:30	9	58
TOMMY BANKS	Sat. 8:00- 9:00	8	58
'WHO FOLLOWS THE LEADER' - NDP PRE-CONVENTION SPECIAL	Mon. 10:00-11:00	8	55
THE GALLOPING GOURMET	M-F. 4:00- 4:30	8	69
MAJOR LEAGUE BASEBALL	Sat. 2:00- 4:29	7	71
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	7	84
TAKE THIRTY	M-F. 3:00- 3:30	5	75
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	63
* COUNTRY CANADA	Sun. 1:30- 2:00	4	71
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	4	56
SPORTS WEEK	Sat. 4:30- 5:00	1	\$

+ Joined in progress at 7:30 pm EST in Alberta and British Columbia.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- For the third successive week the audience to THE IRISH ROVERS (Monday 7:30-8:00 pm on the metronet and some affiliated stations) reached the 16 per cent level nationally, 21 per cent within the metronet area where the program is fully available - an exceptionally big audience for a program at this hour of the evening with this limited network coverage. The series continues also to be immensely enjoyed by the vast majority of those who watch it, the index for this week's program being a specially high 86 - virtually unchanged from previous weeks. (Information on viewers' reactions to the individual items in this third 'Irish Rovers' program has been separately reported.)
- Three HOCKEY PLAYOFF games were carried this week. The Sunday afternoon telecast (2:00-4:47 pm eastern time) which marked the end of the Boston-Montreal quarter-final series, was a closely fought game which saw Montreal eliminate the League's top-place team. It rated a specially high audience enjoyment index of 89 and attracted a 34 per cent audience. The other two games (on Tuesday, 8:00-10:30 pm and on Thursday at 8:00-10:45 pm, both eastern times) were the first and second Montreal-Minnesota semi-final contests. These drew even bigger audiences, of 51-53 per cent, and were also much enjoyed with indices of 78 and 83 respectively.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 16 - 22, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	16	86
HYMN SING	Sun. 5:30- 6:00	11	85
VIEWPOINT	M-F. 11:22-11:29	3	74
UPDATE	Sat. 6:00- 6:30	3	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	14	82
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	8	80
JULIA	Fri. 7:30- 8:00	7	77
THE GALLOPING GOURMET	Sat. 6:30- 7:00	6	69
THE FORSYTE SAGA	Fri. 10:00-11:00	5	78
THE WORLD WE LIVE IN	Sat. 7:00- 7:30	3	\$
‡ ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	17	77
+ ACADEMY PERFORMANCE ('House of Cards')	Sat. 8:00-10:00	16	74
IRONSIDE	Mon. 10:00-11:00	16	79
F.B.I.	Fri. 10:00-11:00	14	79
HEE HAW	Sun. 7:30- 8:30	14	72
ANDY WILLIAMS	Fri. 7:00- 8:00	14	73
GLEN CAMPBELL	Sat. 7:00- 8:00	14	77
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	13	75
FRIDAY NIGHT MOVIE ('Hauser's Memory')	Fri. 8:00-10:00	13	65
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	71
MANNIX	Thu. 10:00-11:00	12	79
MARCUS WELBY, M.D.	Sun. 10:00-11:00	11	83
DEAN MARTIN	Thu. 8:30- 9:30	11	71
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	10	76
JOHNNY CASH	Tue. 9:00-10:00	10	78
UNTAMED WORLD	Sun. 7:00- 7:30	9	86
+ UFO	Mon. 7:00- 8:00	8	71
WIDE WORLD OF SPORTS	Sat. 5:00- 6:30	8	80
+* FAMILY AFFAIR	Thu. 8:00- 8:30	8	78
CTV NATIONAL NEWS	S-S. 11:00-11:20	8	77
ROOM 222	Mon. 8:00- 8:30	8	76
+ HERE'S LUCY	Sun. 8:30- 9:00	8	78
NASHVILLE NORTH	Tue. 8:30- 9:00	7	70
BARBARA McNAIR	Tue. 10:00-11:00	5	53
HERE COME THE SEVENTIES	Thu. 9:30-10:00	5	62
W5	Sun. 9:00-10:00	4	62
ANOTHER WORLD	M-F. 3:00- 3:30	4	83
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	66
+ SPORTS BEAT '70	Wed. 10:30-11:00	3	\$
NDP LEADERSHIP CONVENTION - FAREWELL TO TOMMY DOUGLAS	Thu. 7:00- 8:00	3	\$
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	3	\$
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	77
+ ENGELBERT HUMPERDINCK	Thu. 7:30- 8:30	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

‡ Broadcast time 12:45-1:00 pm on Friday.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- . Next to these two hockey playoffs, by far the biggest audience of the week went to the 3rd annual MISS TEEN CANADA PAGEANT. Broadcast on Monday, from 8:00-9:00 pm (except in the Atlantic Provinces where it ran from 9:00-10:00 pm) the program drew a 43 per cent audience - about equal in size to the audience for last year's 'Miss Teenage Canada Pageant' at this same hour on Monday, April 6. This, incidentally, was a far bigger audience than the 30 and 25 per cent audiences normally attracted to the pre-empted 'Partridge Family' and 'Front Page Challenge' series. Like the two preceding year's 'Pageants', this week's program proved to have a particularly widespread appeal to teenagers across the country, more than half of whom (54 per cent) watched the show and very much enjoyed it - index 83. With adult viewers outnumbering teenagers, however, by about 4 to 1, the index of enjoyment for the audience as a whole was a somewhat lower 75 - about the same level of overall enjoyment attained by the first and second annual 'Miss Teenage Canada' broadcasts (indices 74 and 78 respectively).
- . While the 31 per cent audience to Sunday's fourth program of the SIX WIVES OF HENRY VIII series (9:00-10:30 pm) was one of the biggest for a network program this week (surpassed only by audiences to the 'Hockey Playoffs' and the 'Miss Teen Canada Pageant') it fell somewhat short of the audiences in the 34-39 per cent range attracted to the three preceding 'Henry VIII' broadcasts. In audience enjoyment, this week's episode - the story of Anne of Cleves - rated a moderately favourable index of 73 - 5 points below the peak index of 78 for the opening episode and bringing the average index for the four programs to date to 75.
- . CBC WEEKEND (Sunday 10:30-11:00 pm) this week focused on the current Kingston Penitentiary crisis. John Blackett, a prisoner released on parole just after the rebellion, talked with Vancouver broadcaster Jack Webster about prison life, the reasons for the riot, and the manner in which it was carried out. Webster and program host Lloyd Robertson then discussed the possible effects of the riot. Many who watched the program felt that the interview had given them a useful insight into prison conditions and the broadcast as a whole rated an audience enjoyment index of 72 - some 5 index points higher than the average index for 'Weekend' programs since early February but still somewhat short of the generally high enjoyment level maintained by the series throughout the earlier months of the season. The audience, at 12 per cent, was about average for a 'Weekend' broadcast this season.
- . With individual indices for each of its five programs falling within the narrow 74-76 range, TAKE THIRTY (weekdays, 3:00-3:30 pm) this week rated a 5-day average index (75) that is about equal to the series' average for the entire season. The content: on Friday, a program on drugs with psychiatrist Andrew Malcolm of the Ontario Addiction Research Foundation; on Monday, a talk with Toronto members of the Canadian table tennis team on their return from China; on Tuesday, a follow-up report on Toronto's unstructured high school experiment 'Seed'; on Wednesday, a look at a new unit pricing system

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 16 - 22, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 16TH	7:00- 7:30	Not Complete Network			18	ANDY WILLIAMS
	7:30- 8:00	Metronet Only				
	8:00- 8:30	ROVAN AND MARTIN	21	16	FRIDAY NIGHT MOVIE ('Hauser's Memory')	
	8:30- 9:00					
	9:00- 9:30	TOMMY HUNTER	16			
	9:30-10:00					
	10:00-10:30	Metronet Only			18	F.B.I.
10:30-11:00						
SAT 17TH	7:00- 7:30	Metronet Only			17	GLEN CAMPBELL
	7:30- 8:00	Local Programming				
	8:00- 8:30	TOMMY BANKS	6	20	+ ACADEMY PERFORMANCE ('House of Cards')	
	8:30- 9:00					
	9:00- 9:30	'THE MERCENARIES' (Repeat)	7			
	9:30-10:00					
	10:00-10:30	Local Programming				
10:30-11:00	MY KIND OF COUNTRY	8				
SUN 18TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	18	11	UNTAMED WORLD	
	7:30- 8:00	BILL COSBY	13	18	HEE HAW	
	8:00- 8:30	ED SULLIVAN	16			
	8:30- 9:00			9	+ HERE'S LUCY	
	9:00- 9:30	THE SIX WIVES OF HENRY VIII	27	5	W5	
	9:30-10:00					
	10:00-10:30					
10:30-11:00	CBC WEEKEND	10	14	MARCUS WELBY, M.D.		
MON 19TH	7:00- 7:30	Local Programming			10	+ UFO
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	MISS TEEN CANADA PAGEANT	40	9	ROOM 222	
	8:30- 9:00					
	9:00- 9:30	THE BOLD ONES	15	21	CAROL BURNETT	
	9:30-10:00			14	PIC 'N' WHISTLE	
	10:00-10:30	'WHO FOLLOWS THE LEADER'-NDP PRE-CONVENTION SPECIAL	6	19	IRONSIDE	
10:30-11:00						
S-S	11:00-11:20	CBC NEWS	14	9	CTV NEWS	

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Wednesday and Thursday data in this table.

developed by 'Food City' chain stores; and on Thursday, an interview with author Maya Angelou. The average day audience to 'Take Thirty' this week was the usual 5 per cent, the cumulative audience over the five-day period 9 per cent.

- . At 8:00-9:00 pm Saturday (9:00-10:00 pm in the Atlantic Provinces) the network carried the opening program of the TOMMY BANKS SHOW, an Edmonton-produced variety series combining music, humour and conversation. Watched by a relatively small prime-time audience of 8 per cent, the broadcast was also rather poorly received with an audience enjoyment index of only 58. Guests, among others, were Edmonton Symphony Orchestra conductor Lawrence Leonard, comedian Jackie Vernon, and zoologist-Alberta Game Farm operator Al Oeming.
- . Immediately following this, at 9:00-10:30 pm (one hour later in the Atlantic Provinces), a repeat showing of Grahame Wood's drama THE MERCENARIES drew a 9 per cent audience - an audience only half as big as that attracted to the original broadcast when it ran in the 'Sunday At Nine' slot on March 15, 1970. Nor was this repeat showing of the drama quite as well received by those who watched it as was the original broadcast, the indices of audience enjoyment being 58 and 64 respectively.
- . This week also marked the debut of the Winnipeg-produced country-music program MY KIND OF COUNTRY. Unlike its predecessor 'Countrytime' which, because it followed the live Saturday Hockey program, was broadcast in the west during prime time, this new series runs in the late 10:30-11:00 pm slot in all regions of the country - and of course without the benefit of the huge Hockey lead-in. The opening program drew a national audience of 12 per cent - much smaller than recent post-hockey 'Countrytime' audiences of 20 per cent but about equal in size to the audience that 'Countrytime' was attracting last year after the hockey season had ended. Featuring Ray St. Germain as host-star, this first program in the series rated an index of audience enjoyment of 71. This is well below the recent average enjoyment level for 'Countrytime', 'Tommy Hunter' and the 'Irish Rovers' series, but is only slightly below the audience enjoyment level maintained this season by 'Singalong Jubilee' and much above the enjoyment level attained by most other CBC variety efforts of the past two years. It should be added that audience reactions to debut broadcasts of a series are frequently not fully predictive of the audience response to subsequent programs. The reaction to last season's February debut of 'Countrytime', for instance, was no more favourable than to this opening 'My Kind of Country', but the level of audience enjoyment increased as the series progressed. (Information on viewers' reactions to the individual items in this first 'My Kind of Country' has been separately reported.)
- . At 10:00-11:00 pm on Monday, the full network carried WHO FOLLOWS THE LEADER, a pre-convention special highlighting the political career of retiring NDP leader Tommy Douglas and introducing the five NDP leadership candidates. The audience, at 8 per cent, was just slightly bigger than recent audiences to each of the two pre-empted programs - 'The Nature of Things' and 'Man Alive' - the index of audience enjoyment, a fairly low 65. During the hour of this program the private network carried 'Ironside'; in the common CBC-CTV coverage area where it and the NDP Convention program had equal coverage, the balance of audience size was about 3 to 1 in CTV's favour.

- . Two days later, on Wednesday at 8:30-11:00 pm eastern time, the network provided live coverage of the first day of the NDP LEADERSHIP CONVENTION - the opening ceremonies, bear-pit session and interviews with candidates. A 17 per cent audience, representing just under two million viewers over 11 years of age, watched some part of the two and a half hours broadcast, though less than a quarter of those watched the whole program from beginning to end and just under a half who watched at all tuned out before the program was over. Viewer reactions, needless to say, were sharply divided. At one extreme, about a quarter of all those who watched the program reported that they had very much enjoyed it; but many were much less enthused and, at the extreme negative end of most of the rating scales, were a substantial number of viewers who hadn't enjoyed the program at all or who hadn't found it in any way interesting or worthwhile. Comments from this group make it clear that they were essentially people who had little or no interest in politics at all and who grudged the loss of the regular pre-empted programs. Overall, the program rated an index of enjoyment of only 50.

- . Then on Thursday at 7:00-8:00 pm eastern time (except in Alberta and B.C. where only the second half-hour was carried), another NDP LEADERSHIP CONVENTION special provided highlights of the day's policy discussions and the farewell tribute to retiring NDP leader Tommy Douglas. A 12 per cent audience, representing some 1.3 million adult and teenage viewers, watched some part of this program and, here again, the indications are that a substantial number of viewers (slightly under a third) tuned out before the end of the hour. Of the two main items presented, the excerpts from the policy discussions and the tribute to Mr. Douglas, the latter was by far the more enjoyed, four viewers in every five indicating their interest in seeing this part of the program. The policy discussions proved much less interesting, however, and the index of enjoyment for the program as a whole was only 58. Incidentally, in the common CBC-CTV coverage area where the two networks provided simultaneous coverage of these same events during this hour on Thursday evening, the CBC drew more than twice as big an audience as the private network. (The remaining NDP Convention programs, including the final day's balloting, will be covered in next week's report.)

A CBC RESEARCH REPORT

TV/71/28

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 23 - 29, 1971

THIS WEEK

Special network programming this week included the third, fourth, fifth and sixth semi-final hockey playoff games between Montreal and Minnesota - though due to insufficient advance notice of scheduling, no audience information is available on the first of these four games. There were also several broadcasts from the NDP Leadership Convention including the final day's balloting, a musical 'Concert Canada' featuring the Toronto Symphony Orchestra, and repeat showings of a 1966 CBC drama, 'How To Break A Quarter Horse' and a 'Man At The Center' program on Napoleon Bonaparte. Two other special programs, on which no audience data is available because of late scheduling, were the films 'Finders Seekers' and 'The Weather Does It Sing'.

The many regular network programs pre-empted throughout the country this week included 'Rowan and Martin', 'Tommy Hunter', 'My Kind of Country', 'Analog', 'Country Canada', 'Ed Sullivan', 'The Six Wives of Henry VIII', 'The Nature of Things', 'Man Alive', 'Telescope', 'Men At Law', 'Tuesday Night', 'Program X' and 'Music Album' as well as several Friday afternoon programs and the Thursday edition of 'Viewpoint'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 23 - 29, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
NHL HOCKEY PLAYOFF	Thu. 9:00-11:38	59	88
NHL HOCKEY PLAYOFF	Tue. 8:00-10:34	56	84
NHL HOCKEY PLAYOFF	Sun. 8:00-10:40	53	85
♂* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	31	85
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	28	79
♂* ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	23	76
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	22	82
THE BOLD ONES	Mon. 9:00-10:00	20	79
* CBC NATIONAL NEWS	S-S. 11:00-11:21	17	81
♂* BILL COSBY	Sun. 7:30- 8:00	16	68
NDP LEADERSHIP CONVENTION - CANDIDATES' SPEECHES	Fri. 8:30-10:10	15	57
NDP LEADERSHIP CONVENTION - BALLOTING	Sat. 1:00- 5:20	13	67
‡* THE INTERNS	Thu. 8:00- 9:00	12	82
+ EDGE OF NIGHT	M-Th. 3:30- 4:00	10	83
'HOW TO BREAK A QUARTER HORSE' (Repeat)	Wed. 8:00- 9:00	9	76
* TOMMY BANKS	Sat. 8:00- 9:00	9	55
♂ CBC WEEKEND	Sun. 10:30-11:00	9	70
VACATION CANADA	Wed. 10:00-11:00	8	80
+ THE GALLOPING GOURMET	M-Th. 4:00- 4:30	7	70
MAN AT THE CENTER ('Boney Was A Warrior') (Repeat)	Mon. 10:00-11:00	7	68
* AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	7	84
NDP LEADERSHIP CONVENTION - POLICY DEBATES	Fri. 2:00- 5:28	5	48
'CONCERT CANADA - WITH THE TORONTO SYMPHONY ORCHESTRA'	Wed. 9:00-10:00	5	60
PRESS CONFERENCE BY DAVID LEWIS	Sun. 1:00- 2:00	4	64
+ TAKE THIRTY	M-Th. 3:00- 3:30	4	71
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	4	75
* PROVINCIAL AFFAIRS	Sat. 11:55-12:01 am	3	\$
THE NEW MAJORITY	Sun. 4:00- 4:56	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

♂ Joined in progress in some areas.

‡ Pre-empted in some areas.

+ Pre-empted in Ontario on one or more occasions.

\$ Sample too small for reliable reporting of enjoyment level.

that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

Special 'live' (i.e. non-delayed) programming was broadcast by either the CBC or CTV network virtually every day during the week under review. This, plus the resultant re-scheduling of many regular network programs, prevents the inclusion in this report of the usual TABLE 3 which compares the performance of those CBC and CTV full network programs which run directly opposite each other.

HIGHLIGHTS

- The change to daylight saving time this week and the warmer weather had their anticipated effect in reducing slightly the audiences to several early evening programs. Among these was THE IRISH ROVERS (Monday 7:30-8:00 pm on metronet stations and some affiliates). While just as highly acclaimed as ever by those who watched it (index of enjoyment 84), the size of its audience (13 per cent nationally, 18 per cent in the metronet area) was down 3 percentage points from the level of the past three weeks. This was also about the size of the audience loss experienced this week both by 'The Partridge Family' and by 'Front Page Challenge' which followed 'The Irish Rovers' at 8:00 and 8:30 pm respectively.
- In the second of two one-hour programs, the VACATION CANADA series (Wednesday 10:00-11:00 pm) this week looked at holiday spots in Ontario, Quebec and the Prairie Provinces. Audience reaction to the series was again highly enthusiastic, the index of 80 for Wednesday's broadcast being just short of the high index of 84 attained by the April 14 opening program on British Columbia and the Maritimes. The size of the audience, at 8 per cent, was virtually unchanged from the debut broadcast.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 23 - 29, 1970

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	13	84
* HYMN SING	Sun. 5:30- 6:00	10	81
△* VIEWPOINT	M-F. 11:22-11:29	3	76
* KALEIDOSPORT	Sun. 2:30- 4:00	2	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
<u>CBC METRONET</u>			
♠* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	15	85
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	7	78
SINGALONG JUBILEE	Wed. 7:30- 8:00	6	77
‡ THE ODD COUPLE	Thu. 7:30- 8:00	5	73
♠* JULIA	Fri. 7:30- 8:00	4	77
* THE FORSYTE SAGA	Fri. 10:11-11:11	4	79
** THE GALLOPING GOURMET	Sat. 6:30- 7:00	4	\$
* THE WORLD WE LIVE IN	Sat. 7:00- 7:30	3	\$
** ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
* SUZUKI ON SCIENCE	Sun. 2:00- 2:30	1	\$
** 55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	21	80
FRIDAY NIGHT MOVIE ('A Man Called Gannon')	Fri. 8:00-10:00	16	67
IRONSIDES	Mon. 10:00-11:00	16	81
F.B.I.	Fri. 10:00-11:00	14	76
GLEN CAMPBELL	Sat. 7:00- 8:00	14	79
+ ACADEMY PERFORMANCE ('Boom')	Sat. 8:00-10:00	14	49
ANDY WILLIAMS	Fri. 7:00- 8:00	13	72
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	70
HEE HAW	Sun. 7:30- 8:30	12	73
MARCUS WELBY, M.D.	Sun. 10:00-11:00	12	83
MOD SQUAD	Tue. 7:30- 8:30	11	81
DEAN MARTIN	Thu. 8:30- 9:30	11	73
FAMILY AFFAIR	Thu. 7:00- 7:30	10	77
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	10	76
MANNIX	Thu. 10:00-11:00	10	79
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	10	70
ROOM 222	Mon. 8:00- 8:30	8	73
CTV NATIONAL NEWS	S-S. 11:00-11:20	7	76
+ UFO	Mon. 7:00- 8:00	7	70
+ ENGELBERT HUMPERDINCK	Thu. 7:30- 8:30	7	72
♠ WIDE WORLD OF SPORTS	Sat. 5:25- 6:00	7	83
NASHVILLE NORTH	Tue. 8:30- 9:00	6	67
HERE COME THE SEVENTIES	Thu. 9:30-10:00	5	72
+ HERE'S LUCY	Sun. 8:30- 9:00	5	75
* UNTAMED WORLD	Sun. 5:00- 5:30	5	84
BARBARA McNAIR	Tue. 10:00-11:00	5	56
ANOTHER WORLD	M-F. 3:00- 3:30	4	83
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	66
W5	Sun. 9:00-10:00	4	62
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	79
+ SPORTS BEAT '70	Wed. 10:30-11:00	3	\$
NDP LEADERSHIP CONVENTION - BALLOTING	Sat. 1:00- 5:20	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

△ Pre-empted on Thursday

♠ Joined in progress in some areas

‡ Partial pre-emption (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

- . At 8:00-9:00 pm on Wednesday, the network presented a repeat of the December 1966 'Festival' series drama, HOW TO BREAK A QUARTER HORSE. Written by Paul St. Pierre and starring Chief Dan George, the play concerns the trial of a young Indian accused of killing a white man. The audience, at 9 per cent, was relatively small for a program running in this prime time Wednesday slot - just a little more than half the size of the audience maintained by the 'Somerset Maugham' series when it ran in the same period earlier this season. Reaction to the broadcast of those who watched it, however, was highly favourable. With about half the audience giving the play a maximum rating as one that they had enjoyed "very much", the index of enjoyment for the audience as a whole was 76 - a very high level of appreciation for a CBC drama special and not far below the peak index of 83 recorded in March '69 for another of Paul St. Pierre's plays, 'Sister Balonika'.
- . Immediately following this, at 9:00-10:00 pm, an even smaller 5 per cent audience watched CONCERT CANADA - WITH THE TORONTO SYMPHONY ORCHESTRA, a special featuring visual and musical interpretations of contemporary works by Canadian composers Robert Turner, John Weinzweig, Pierre Mercure and Norman Symonds. Featured soloist was violinist Albert Pratz, the conductor Victor Feldbrill. The index of enjoyment for the audience as a whole was 60 - a not unfavourable audience response for a program of this type though peak indices of 75-76 have been recorded for CBC classical music programs on several occasions this season.
- . In a week characterised by much press criticism and public complaint about the excess of sport on Canadian television, the HOCKEY PLAYOFFS continued to draw huge audiences. The sixth and concluding semi-final contest between Montreal and Minnesota (Thursday, 9:00-11:38 pm eastern time) drew one of the biggest audiences this season - 59 per cent of all English-speaking adults and teenagers in the CBC English TV network's total coverage area, representing some 6.7 million viewers. On the preceding Sunday and Tuesday evenings, only slightly smaller audiences of 6.0 and 6.4 million watched the fourth and fifth semi-final playoffs. All three games were much enjoyed by those who watched them, the Sunday and Tuesday games having indices of 85 and 84, the concluding game which saw Montreal victorious over Minnesota an even higher index of enjoyment of 88.
- . This Sunday CBC WEEKEND ran at 10:30-11:00 pm in the west but was joined in progress at 10:40 pm in Ontario, Quebec and the Atlantic provinces. The program had sports columnist Jim Coleman, NHL President Clarence Campbell and William Jennings of the New York Rangers discuss the future of the National Hockey League; also included was a comment by publisher Jack McClellan about the government loan that will enable his publishing firm to remain in Canadian hands. The audience, at 9 per cent, was one of the smallest for a 'CBC Weekend' program this season, the index of enjoyment of 70 for the program as a whole just slightly below the series' norm of 73.
- . This week's program in the MAN AT THE CENTER series (Monday 10:00-11:00 pm) was 'Boney Was A Warrior', a not-too-serious look at the life and times of

Napoleon Bonaparte. It was originally shown in December 1969 as part of last season's 'Sunday At Nine' series. This week's repeat was moderately well received (index 68) by an about-average 'Man At The Center' audience of 7 per cent. This is a somewhat more favourable reception than that given to the original broadcast - but by an audience about three times this size.

- TAKE THIRTY, normally telecast each weekday at 3:00-3:30 pm, was this week pre-empted across the country on Friday and in Ontario on Monday and Thursday. Because of this, the Monday cooking demonstration and Thursday interview with Dr. Benjamin Spock each had too small an audience to provide a reliable indication of viewer enjoyment. Watched by typical 'Take Thirty' audiences of 4 per cent, the two remaining programs each rated a moderately favourable index of 72-73. These were: on Tuesday, a talk with poet-novelist Margaret Atwood; and on Wednesday, a magazine-type program that included a discussion of the outcome of the NDP Leadership Convention, a report on "Bingomania", and a talk with author Alma Green.
- Audience response to this week's second program of the TOMMY BANKS series (Saturday 8:00-9:00 pm in Ontario and Quebec but re-scheduled in the west and shown, as usual, at 9:00-10:00 pm in the Atlantic provinces) was no more enthusiastic than to last week's opener. Guests on this week's show included comedian Morey Amsterdam, 'witch' Sybil Leek, and journalist Richie York. The audience was only 9 per cent, the index of audience enjoyment a low 55.
- Coverage of events at the NDP LEADERSHIP CONVENTION concluded this week with broadcasts on Friday, Saturday and Sunday. At 2:00-5:28 pm eastern time on Friday afternoon, CBC stations provided live coverage of 'The Policy Debates' - on public ownership of natural resources and on the Quebec question. The program drew a 5 per cent audience (about 600,000 viewers) and was not too well received by those who watched it - index of enjoyment only 48, well below average for CBC information programs in general.

Later on Friday, at 8:30-10:10 pm EST, live coverage was provided of the 'Candidates Speeches'. An audience of 15 per cent, representing some 1.7 million viewers, watched some part of this broadcast. Only about a third of this number, however, watched the entire program from start to finish and about one third of those who watched at all tuned out before the end of the program. This degree of casual viewing was reflected in a fairly low enjoyment index of 57 - again well below average for CBC information programs this season.

Saturday afternoon brought the election itself, the 'Balloting' running for almost four and a half hours - from 1:00 to 5:20 pm eastern time. 13 per cent, or 1.5 million viewers, watched this program. Of these, about a quarter watched for over three hours, about a half for less than two hours. While the great majority of those who watched this program at all indicated that they were glad to have had the opportunity to see it, the index of enjoyment for the audience as a whole was still not very high - 67.

Finally, on Sunday, 1:00-2:00 pm eastern time, a post-Convention special covered a 'Press Conference' by new NDP leader David Lewis. The audience for this was a small 4 per cent (about 450,000 viewers) the index of enjoyment 64.

For audience data on the first two days of the Convention, see last week's report. Altogether, about 3.6 million people watched some part of the CBC English TV network's live coverage of events at the Convention over the four days April 21-24. If we add to this the Monday April 19 pre-Convention special and the April 25 post-Convention press conference, this brings the total cumulative audience on the CBC English TV network to about 3.8 million.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/71/29

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 30 - MAY 6, 1971

THIS WEEK

Special network programming this week included three 'Hockey Playoff' games, two broadcasts covering the 'Royal Visit' of Queen Elizabeth, Prince Philip and Princess Anne to British Columbia, a repeat profile of filmmaker Arthur Penn, coverage of this year's 'Kentucky Derby' and a sports special entitled 'This is Soccer'. Due to insufficient advance notice of scheduling no audience data is available on the 'Royal Visit'.

The many regular network programs pre-empted throughout the country this week included 'The Nature of Things', 'Men At Law', 'Tuesday Night', 'Vacation Canada', 'The Interns', 'Program X', 'Music Album', 'Suzuki on Science', 'The New Majority' and one edition of the daily series 'Take Thirty', 'What on Earth', and 'Viewpoint'.

SOURCES OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 30 - MAY 6, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
NHL HOCKEY-PLAYOFF	Tue. 8:30-12:35 am	59	87
NHL HOCKEY-PLAYOFF	Thu. 8:30-11:20	58	87
NHL HOCKEY-PLAYOFF	Sun. 2:00- 4:45	36	91
THE SIX WIVES OF HENRY VIII ('Catherine Howard')	Sun. 9:00-10:30	32	77
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	31	85
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	27	77
ED SULLIVAN	Sun. 8:00- 9:00	23	76
ADVENTURES IN RAINBOW COUNTRY	Sun. 7:00- 7:30	23	77
ROWAN AND MARTIN	Fri. 8:00- 9:00	22	64
TOMMY HUNTER	Fri. 9:00-10:00	21	80
EXPO BASEBALL	Wed. 8:00-10:58	21	72
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	20	80
THE BOLD ONES	Mon. 9:00-10:00	18	77
* CBC NATIONAL NEWS	S-S. 11:00-11:21	17	83
THE KENTUCKY DERBY	Sat. 5:00- 6:00	17	80
BILL COSBY	Sun. 7:30- 8:00	16	67
CBC WEEKEND	Sun. 10:30-11:00	12	76
+ EDGE OF NIGHT	M-F. 3:30- 4:00	10	83
MY KIND OF COUNTRY	Sat. 10:30-11:00	9	75
THE GALLOPING GOURMET	M-F. 4:00- 4:30	7	70
TOMMY BANKS	Sat. 8:00- 9:00	6	52
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	6	90
MAN AT THE CENTER ('Beethoven')	Mon. 10:00-10:30	6	68
MAN ALIVE	Mon. 10:30-11:00	5	56
'ARTHUR PENN: THE MOVIE MAKER' (Repeat)	Sat. 9:00-10:30	4	60
** TELESCOPE (Profile of author Mordecai Richler)	Tue. 8:00- 8:30	4	53
NATION'S BUSINESS	Sun. 11:15-11:21	4	\$
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
△+ TAKE THIRTY	M-F. 3:00- 3:30	3	78
* 'THIS IS SOCCER'	Sat. 2:00- 3:00	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Pre-empted in some areas (in case of multi-day programs, on one or more occasions)

△ pre-empted on Tuesday

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Typical of this time of year with its warmer weather, daylight saving time and numerous television repeats, many regular network series have, in recent weeks, experienced a significant loss of audience. Most noticeably affected were Sunday's early evening programs. THE WONDERFUL WORLD OF DISNEY (Sunday 6:00-7:00 pm) this week had a 31 per cent audience as against a January-March average of 39 per cent. Audience enjoyment, however, remained high with Sunday's concluding episode of 'The Ballad of Hector' rating a slightly-above-average index of 85.
- Following this, at 7:00-7:30 pm, ADVENTURERS IN RAINBOW COUNTRY, which is now running repeats of programs shown earlier this season, drew a national audience of 23 per cent - smaller by some 4-5 percentage points than audiences attracted to the series during the peak viewing season. Here again, audience enjoyment was unaffected by the loss of audience, Sunday's episode rating an about-average index of 77.
- Then, BILL COSBY (following at 7:30-8:00 pm) drew one of its smallest audiences of the season - 16 per cent as against January-March audiences of 20-24 per cent and a series norm of 22 per cent. The index of audience enjoyment for this week's show, at 67, was just short of the 'Bill Cosby' average index of 71.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 30 - MAY 6, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	14	86
HYMN SING	Sun. 5:30- 6:00	9	84
△* VIEWPOINT	M-F. 11:22-11:29	3	\$
UPDATE	Sat. 6:00- 6:30	3	\$
REPLAY	Sat. 4:00- 5:00	2	\$
* KLAHANIE	Sat. 1:30- 2:00	2	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	15	85
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	6	80
* SINGALONG JUBILEE	Wed. 7:30- 8:00	5	78
JULIA	Fri. 7:30- 8:00	5	79
THE GALLOPING GOURMET	Sat. 6:30- 7:00	5	68
* THE ODD COUPLE	Thu. 7:30- 8:00	4	77
THE FORSYTE SAGA	Fri. 10:00-11:00	4	83
THE WORLD WE LIVE IN	Sat. 7:00- 7:30	3	\$
‡ ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
* 55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT	Mon. 8:30- 9:30	19	79
HEE HAW	Sun. 7:30- 8:30	15	72
IRONSIDE	Mon. 10:00-11:00	15	81
ACADEMY PERFORMANCE ('La Strada')	Sat. 8:00-10:00	14	57
F.B.I.	Fri. 10:00-11:00	13	79
FRIDAY NIGHT MOVIE ('The Aquarians')	Fri. 8:00-10:00	13	72
MOD SQUAD	Tue. 7:30- 8:30	12	82
ANDY WILLIAMS	Fri. 7:00- 8:00	12	75
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	70
GLEN CAMPBELL	Sat. 7:00- 8:00	11	78
THE COURTSHIP OF EDDIE'S FATHER	Tue. 7:00- 7:30	10	79
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:00	10	71
MANNIX	Thu. 10:00-11:00	10	80
DEAN MARTIN	Thu. 8:30- 9:30	9	68
FAMILY AFFAIR	Thu. 7:00- 7:30	8	80
UNTAMED WORLD	Sun. 7:00- 7:30	8	85
ROOM 222	Mon. 8:00- 8:30	7	75
+ UFO	Mon. 7:00- 8:00	7	73
CTV NATIONAL NEWS	S-S. 11:00-11:20	7	78
+ HERE'S LUCY	Sun. 8:30- 9:00	7	80
+ ENGELBERT HUMPERDINCK	Thu. 7:30- 8:30	7	75
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	79
HERE COME THE SEVENTIES	Thu. 9:30-10:00	5	68
NASHVILLE NORTH	Tue. 8:30- 9:00	4	75
THE HUMAN JOURNEY: 'Life Style'	Sun. 9:00-10:00	4	74
TROUBLE WITH TRACY	M-F. 3:30- 4:00	4	66
ANOTHER WORLD	M-F. 3:00- 3:30	4	84
BARBARA McNAIR	Tue. 10:00-11:00	3	\$
‡ FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	81
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

△ Pre-empted on Tuesday

‡ Partial pre-emption in the West on Monday

+ Not carried (on this day and at this time) on all CTV stations

‡ Joined in progress at 2:47 pm in the East on Monday

\$ Sample too small for reliable reporting of enjoyment level

- This week's audience to THE IRISH ROVERS (Monday 7:30-8:00 pm on the metronet and on some CBC affiliated stations) was 14 per cent at the national level, 17 per cent within the metronet area where the program is fully available - about the same size of audience that was attracted to last week's 'Irish Rovers' show but somewhat smaller than the 16 per cent national, 21 per cent metronet area audience that the series had before the advent of spring and the changeover to daylight saving time. In audience enjoyment, Monday's program, featuring Scottish comedian Jimmy Logan, rated a typically high index of 86.
- CBC WEEKEND (Sunday 10:30-11:00 pm) this week had Larry Zolf talk with the Honorable Eric Kierans about his recent resignation from the Federal cabinet. The program drew a fairly typical 'Weekend' audience of 12 per cent and was well received with an audience enjoyment index of 76 - a somewhat higher level of enjoyment than has been attained by 'Weekend' programs since early February but about equal to the average index maintained by the series during the earlier part of the season.
- There were three HOCKEY PLAYOFF games this week. On Sunday, from 2:00-4:45 pm EDT, the seventh game of the Western semi-final series drew a 36 per cent audience that was about equal in size to that of the last Sunday afternoon playoff contest on April 18. This week's game saw Chicago narrowly defeat New York to capture a place in the Stanley Cup finals; it was specially well received with an enjoyment index of 91. The first two final games (on Tuesday, 8:30 pm-12:35 am and on Thursday at 8:30-11:20 pm, both eastern times) between Chicago and Montreal drew much bigger audiences of 58-59 per cent and were also much enjoyed, each with an index of 87.
- MAN ALIVE (Monday, 10:30-11:00 pm) this week looked at an exhibition of religious art currently at the National Gallery in Ottawa. The program also included a discussion, by a panel of artists, art historians and theologians, of the role of religion in art. The size of the audience, at 5 per cent, was unchanged from the last three 'Man Alive' programs; the index of audience enjoyment, however, was a low 56 - 9 points below average for the series.
- Co-hosted by Lister Sinclair and pianist Anton Kuerti, MAN AT THE CENTER (Monday, 10:00-10:30 pm) this week presented a tribute to composer Ludwig van Beethoven. Watched by an average-sized 'Man At The Center' audience of 6 per cent, the broadcast was moderately well received with an enjoyment index of 68.
- At 10:30-11:00 pm on Saturday the network carried the second program of the Winnipeg-produced country music series MY KIND OF COUNTRY. While viewing, at the 9 per cent mark, was down 3 percentage points from the level reached two weeks earlier by the series' opener, audience enjoyment was at a slightly higher level with Saturday's program, featuring guest singer Lefty Frizzell, rating an index of 75 as against the index of 71 for the debut program.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 30 - MAY 6, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 30TH	7:00- 7:30	Not Complete Network		15	ANDY WILLIAMS	
	7:30- 8:00	Metronet Only				
	8:00- 8:30	ROWAN AND MARTIN	18	FRIDAY NIGHT MOVIE ('The Aquarians')		
	8:30- 9:00					
	9:00- 9:30	TOMMY HUNTER	16			
	9:30-10:00					
	10:00-10:30	Metronet Only		16	F.D.I.	
10:30-11:00						
SAT 1ST	7:00- 7:30	Metronet Only		14	GLEN CAMPBELL	
	7:30- 8:00	Local Programming				
	8:00- 8:30	TOMMY BANKS	4	ACADEMY PERFORMANCE ('La Strada')		
	8:30- 9:00					
	9:00- 9:30	'ARTHUR PENN: THE MOVIE MAKER' (Repeat)	4			
	9:30-10:00					
	10:00-10:30	Local Programming				
10:30-11:00	MY KIND OF COUNTRY					7
SUN 2ND	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	17	10	UNTAMED WORLD	
	7:30- 8:00	BILL COSBY	11	18	HIDE AWAY	
	8:00- 8:30	ED SULLIVAN	19			
	8:30- 9:00				9	+ WHERE'S LUCY
	9:00- 9:30	THE SIX WIVES OF HENRY VIII	20	5	THE HUMAN JOURNEY: 'Life Style'	
	9:30-10:00					
	10:00-10:30			6	MATT LINCOLN	
	10:30-11:00	CBC WEEKEND	10			
MON 3RD	7:00- 7:30	Local Programming		9	+ UFO	
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	THE PARTRIDGE FAMILY	23	9	ROOM 222	
	8:30- 9:00	FRONT PAGE CHALLENGE	14	23	CAROL BURNETT	
	9:00- 9:30	THE BOLD ONES	13			
	9:30-10:00				14	PIG 'N' WHISTLE
	10:00-10:30	MAN AT THE CENTER		11	TROMBLY	
	10:30-11:00	MAN ALIVE				
S-S	11:00-11:30	* CBC NEWS	14	9	CTV NEWS	

* Partial re-scheduling on Tuesday and Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Wednesday and Thursday data in this table.

- TAKE THIRTY, weekdays at 3:00-3:30 pm, was this week pre-empted throughout the country on Tuesday and pre-empted in the Atlantic provinces on Monday. With daily audiences of only 2-3 per cent, too few panel members were involved to provide indices of enjoyment this week on individual programs. Overall, however, those programs that were watched appear to have gone over well, the average index of enjoyment for the week being 78. The content: on Friday a talk with York County judge William Little about young people and the law, and with psychiatrist Daniel Cappon about the effects of living in high rise apartments; on Monday a film about the eccentrics in British society; on Wednesday, a report on mobile homes; and on Thursday, a discussion on jealousy at various age levels.
- Because of the hockey playoff, Tuesday's TELESCOPE was re-scheduled in the western provinces this week and, in the east, was broadcast half an hour earlier than usual - at 8:00-8:30 pm. The audience was an unusually small 4 per cent. Nor was the program, a profile of author Mordecai Richler, very well received by those who watched it, the index of enjoyment being only 53 - well below the series' average of 67.
- Making its third appearance in the Saturday 8:00-9:00 pm slot, the TOMMY BANKS show this week met with a generally unenthusiastic response from a significantly reduced audience - just 6 per cent as against audiences of 8-9 per cent in the first two weeks. The index of enjoyment for Saturday's program, featuring Shani Wallace, Richard Pryor, Tom Northcott and Jack Day, was 52 - down 3 index points from last week and 6 points short of the index of enjoyment attained by the debut program.
- At 9:00-10:30 pm on Saturday (one hour later in the Atlantic provinces) the network presented a repeat profile of film director Arthur Penn. THE MOVIE MAKER, an international CBC-NET-BBC co-production, was originally shown in early September last year before the start of the current panel operation. This week's audience was 4 per cent - just half as big as that attracted to this same Saturday slot two weeks earlier by a repeat showing of the drama 'The Mercenaries'. Nor was the Arthur Penn program particularly well received by those who watched, index of enjoyment 60.
- On Saturday this week the network carried THIS IS SOCCER, a special look at the sport of soccer with emphasis on the North American Soccer League's two Canadian teams - The Toronto Metros and the Montreal Olympics. Shown at 2:00-3:00 pm in most areas of the country but at 3:00-4:00 pm in the Atlantic provinces and at various other times in some parts of the west, 'This Is Soccer' drew a small 3 per cent audience that involved too few panel members to provide a reliable indication of viewer enjoyment.
- Also on Saturday, at 5:00-6:00 pm eastern time, the network provided live coverage from Churchill Downs of the 97th running of the KENTUCKY DERBY. The audience was 17 per cent - somewhat bigger than the 13 per cent audience to last year's event but about equal in size to the audience the year before, in 1969. As always, the race was much enjoyed by those who watched it - index of enjoyment for this year's event, 80.

A CBC RESEARCH REPORT

TV/71/30

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MAY 7 - 13, 1971

THIS WEEK

Special programming this week included three more 'Hockey Playoff' games, the first of two 'Duet' dramas, the musical fantasy 'The Frog Prince' and four broadcasts covering 'The Royal Visit' of Queen Elizabeth, Prince Philip and Princess Anne to British Columbia. (One of these four broadcasts was not covered by the survey due to insufficient advance notice of scheduling.) The week also marked the debut of the new 'North American Soccer League' series.

The many regular network programs pre-empted throughout the country included 'Julia', 'Adventures In Rainbow Country', 'Bill Cosby', 'Telescope', 'Men At Law', 'Tuesday Night', 'Singalong Jubilee', 'The Interns', 'Program X', 'Suzuki on Science', 'Kaleidosport', 'The New Majority', 'Music Album' and one edition of the daily series '55 North Maple' and 'Double Exposure'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MAY 7 - 13, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
NHL HOCKEY PLAYOFF	Thu. 8:30-11:20	61	84
NHL HOCKEY PLAYOFF	Tue. 8:00-10:51	60	86
NHL HOCKEY PLAYOFF	Sun. 2:00- 5:03	42	88
THE SIX WIVES OF HENRY VIII ('Catherine Parr')	Sun. 9:00-10:30	32	78
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	26	79
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	24	79
'THE FROG PRINCE'	Sun. 7:00- 8:00	22	78
ROWAN AND MARTIN (Repeat)	Fri. 8:00- 9:00	21	67
TOMMY HUNTER	Fri. 9:00-10:00	20	83
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	19	80
ED SULLIVAN (Repeat)	Sun. 8:00- 9:00	19	69
* CBC NATIONAL NEWS	S-S. 11:00-11:21	17	82
THE BOLD ONES (Repeat)	Mon. 9:00-10:00	15	75
CBC WEEKEND	Sun. 10:30-11:00	10	72
EDGE OF NIGHT	M-F. 3:30- 4:00	10	84
+ MY KIND OF COUNTRY	Sat. 10:30-11:00	10	74
NORTH AMERICAN SOCCER LEAGUE	Sat. 8:00-10:07	10	57
* VACATION CANADA	Wed. 10:30-11:00	8	77
MAJOR LEAGUE BASEBALL	Sat. 2:00- 4:58	7	78
THE GALLOPING GOURMET	M-F. 4:00- 4:30	7	72
MAN AT THE CENTER	Mon. 10:00-10:30	6	58
(Profile of choreographer Alan Lund)			
ROYAL VISIT 1971 (Citizenship Ceremonies)	Fri. 1:30- 2:17	6	87
‡ 'DUET: GUNPLAY' (drama)	Sat. 10:00-10:30	6	35
+ AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	5	87
MAN ALIVE	Mon. 10:30-11:00	4	\$
NATION'S BUSINESS	Sun. 11:15-11:21	3	\$
(Progressive Conservative Party)			
TAKE THIRTY	M-F. 3:00- 3:30	3	73
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	1	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Joined in progress in some areas.

‡ Broadcast time 10:09-10:38 pm EDT in the East.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 2 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Sunday at 9:00-10:00 pm, the network presented the final program in THE SIX WIVES OF HENRY VIII series - the story of Catherine Parr. The audience was 32 per cent, the same size as the previous week's audience to the Catherine Howard episode and somewhat smaller than the earlier 'Henry VIII' audiences in this Sunday evening slot prior to the onset of the milder weather and the switch to daylight saving time some two weeks ago. The average audience for the six programs has been 34 per cent - i.e. of the CBC-TV English network's total potential audience of English-speaking adults and teenagers, an average one in every three has watched 'Henry VIII' weekly, with maximum and minimum audiences of 39 and 31 per cent. In actual numbers of viewers, these figures represent audiences ranging from about 4.4 to about 3.5 million - average over the six weeks about 3.9 million. As can be seen below, these are much larger audiences than most CBC programs have drawn in the Sunday 9-10 pm slot this season. On the whole, these 'Henry VIII' programs have also been very well received by those who have watched them, indices of enjoyment for individual episodes varying from 78 to 72 with an average index of 74 - well above average for CBC network drama generally. Comparable audience data for programs in this season's 'Sunday At Nine' slot:

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MAY 7 - 13, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	13	84
* ROYAL VISIT 1971 (Highlights)	Wed. 7:30- 8:00	13	86
ROYAL VISIT 1971 (Day's highlights)	Fri. 7:30- 8:00	12	88
HYMN SING	Sun. 5:30- 6:00	8	87
* VIEWPOINT	M-F. 11:22-11:29	3	\$
UPDATE	Sat. 6:00- 6:30	3	\$
* KLAHANIE (Repeat)	Sat. 1:30- 2:00	2	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	11	79
* THE ODD COUPLE (Repeat)	Thu. 7:30- 8:00	6	73
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	6	79
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	4	\$
* THE GALLOPING GOURMET	Sat. 6:30- 7:00	4	\$
* THE WORLD WE LIVE IN	Sat. 7:00- 7:30	3	\$
* ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
55 NORTH MAPLE (Repeats)	M-Th. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT (Repeat)	Mon. 8:30- 9:30	19	79
IRONSIDE (Repeat)	Mon. 10:00-11:00	15	80
FRIDAY NIGHT MOVIE ('The Incident')	Fri. 8:00-10:00	14	64
+ ACADEMY PERFORMANCE ('Woman Times Seven')	Sat. 8:00-10:00	13	57
F.B.I. (Repeat)	Fri. 10:00-11:00	13	80
HEE HAW (Repeat)	Sun. 7:30- 8:30	12	72
PIG 'N' WHISTLE (Repeat)	Mon. 9:30-10:00	12	69
GLEN CAMPBELL (Repeat)	Sat. 7:00- 8:00	12	76
ANDY WILLIAMS (Repeat)	Fri. 7:00- 8:00	11	79
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:10	11	66
MARCUS WELBY, M.D. (Repeat)	Sun. 10:00-11:00	10	84
MOD SQUAD (Repeat)	Tue. 7:30- 8:30	10	84
FAMILY AFFAIR (Repeat)	Thu. 7:00- 7:30	10	77
DEAN MARTIN (Repeat)	Thu. 8:30- 9:30	9	71
MANNIX (Repeat)	Thu. 10:00-11:00	9	78
THE COURTSHIP OF EDDIE'S FATHER (Repeat)	Tue. 7:00- 7:30	8	79
ROOM 222 (Repeat)	Mon. 8:00- 8:30	8	79
CTV NATIONAL NEWS	S-S. 11:00-11:20	7	79
+ HERE'S LUCY (Repeat)	Sun. 8:30- 9:00	7	77
WIDE WORLD OF SPORTS	Sat. 5:00- 6:30	7	74
UNTAMED WORLD (Repeat)	Sun. 7:00- 7:30	6	83
+ UFO (Repeat)	Mon. 7:00- 8:00	6	74
+ ENGELBERT HUMPERDINCK (Repeat)	Thu. 7:30- 8:30	5	76
NASHVILLE NORTH	Tue. 8:30- 9:00	5	74
HERE COME THE SEVENTIES (Repeat)	Thu. 9:30-10:00	4	71
W5	Sun. 9:00-10:00	4	\$
ANOTHER WORLD	M-F. 3:00- 3:30	3	83
BARBARA McNAIR (Repeat)	Tue. 10:00-11:00	3	\$
TROUBLE WITH TRACY (Repeats)	M-F. 3:30- 4:00	3	62
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	82
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sept. 13-27	'The Forsythe Saga' - three concluding episodes (average)	20	70
Oct. 4	Wayne and Shuster special	29	72
Oct. 25	'Rock II' - rock concert	18	39
Nov. 1	'Hart and Lorne Terrific Hour'	No information	55
Nov. 8	Centennial tribute to composer Franz Lehar	(Ex. Atlantic provinces)	80
Nov. 15	Wayne and Shuster special	26	66
Nov. 22- Jan. 3	'Corwin' - seven-part drama series (average)	21	74
Jan. 10	'Hart and Lorne Terrific Hour'	20	51
Jan. 17	'A Small Remedy' - drama	16	50
Jan. 24	Wayne and Shuster special	31	70
Jan. 31- Mar. 14	'The Manipulators' - seven-part drama series (average)	20	59
Mar. 21- May 9	'The Six Wives of Henry VIII' - six-part drama series (average)	34	76

Again this week the biggest audiences went to the HOCKEY PLAYOFFS. On Sunday afternoon (2:00-5:03 pm eastern time) the third final playoff game between Montreal and Chicago drew a 42 per cent audience while the fourth and fifth games (Tuesday 8:00-10:51 pm and Thursday 8:30-11:30 pm eastern time) drew audiences of 60-61 per cent representing some 6.8-6.9 million adult-teenage viewers per game. All three of this week's playoffs were much enjoyed by those who watched them with indices of enjoyment in the high 84-88 range.

THE IRISH ROVERS series (Monday 7:30-8:00 pm on the metronet and some CBC affiliated stations) this week drew about the same size of audience that it has had the past two weeks - 13 per cent at the national level and 17 per cent within the metronet area where the program is fully available. Audience enjoyment of the series remains high with Monday's program, starring George Lafleche and Gisele Mackenzie, rating a typically big index of 84.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MAY 7 - 13, 1971

DAY	TIME (Eastern,pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 7TH	7:00- 7:30	Not Complete Network		14	ANDY WILLIAMS
	7:30- 8:00	Metronet Only			
	8:00- 8:30	ROWAN AND MARTIN	17	FRIDAY NIGHT MOVIE ('The Incident')	
	8:30- 9:00				
	9:00- 9:30	TOMMY HUNTER	15		
	9:30-10:00				
	10:00-10:30	Metronet Only		16	F.B.I.
10:30-11:00					
SUN 9TH	7:00- 7:30	'THE FROG PRINCE'	19	7	UNTAMED WORLD
	7:30- 8:00			15	HEE HAW
	8:00- 8:30	ED SULLIVAN	16	9	+ HERE'S LUCY
	8:30- 9:00				
	9:00- 9:30	THE SIX WIVES OF HENRY VIII	29	4	W5
	9:30-10:00				
	10:00-10:30				
10:30-11:00	CBC WEEKEND	9	13	MARCUS WELBY, M.D.	
MON 10TH	7:00- 7:30	Local Programming		7	+ UFO
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	THE PARTRIDGE FAMILY	22	9	ROOM 222
	8:30- 9:00	FRONT PAGE CHALLENGE	16	23	CAROL BURNETT
	9:00- 9:30	THE BOLD ONES	13		
	9:30-10:00			14	FIG 'N' WHISTLE
	10:00-10:30	MAN AT THE CENTER	5	18	IRONSIDE
	10:30-11:00	MAN ALIVE	3		
S-S	11:00-11:20	* CBC NEWS	14	9	CTV NEWS

* Partial re-scheduling on Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Wednesday and Thursday data in this table.

- . On Sunday at 10:30-11:00 pm, following 'Henry VIII', the last of the shortened half-hour editions of CBC WEEKEND (Sunday 10:30-11:00 pm) included an analysis of the current monetary situation in Western Europe; a look at some of the demands of Britain's new London Trade Unions and Old Age Pensioners Committee; a discussion of the possibility of a major oil reserve being located in the South China Sea and the likely effects of this on U.S. policy in S.E. Asia; and a brief report on Haiti and its new president Jean-Claude Duvalier. The size of this week's audience, at 10 per cent, was just below average (11-12 per cent) for the six preceding half-hour 'Weekend' broadcasts, the enjoyment index of 72 about average for the series this season.
- . At 10:30-11:00 pm on Monday, MAN ALIVE presented a dramatisation of certain concepts of power, human conflict and the will to dominate that are dealt with in a recently published book on the subject by Dr. Lionel Rubinoff. The audience was 4 per cent, slightly smaller than usual for 'Man Alive' and involving too few panel members to provide a reliable index of viewer enjoyment.
- . MAN AT THE CENTER (Monday 10:00-10:30 pm) this week presented a profile of choreographer Alan Lund. At 6 per cent, the size of the audience was virtually unchanged from previous weeks. Viewer reaction, however, was not as favourable as to most 'Man at the Center' programs this season, the index of audience enjoyment being only 58 as against a norm of 67 for the series. While it is difficult to determine its contribution to the program as a whole, a frequent complaint from the audience concerned the use of still photos to illustrate Lund's dancing career rather than clips from live film which many viewers felt would have been much more interesting.
- . On Saturday, 8:00-10:07 pm eastern time, the network provided live coverage of the first of ten regular season NORTH AMERICAN SOCCER LEAGUE games. This one, between the newly formed Montreal Olympic and the St Louis Stars, was watched, at least in part, by a 10 per cent audience representing just over a million adult and teenage viewers - about one quarter the size of the usual audience to the regular season Saturday night 'Hockey' broadcasts (i.e. pre-playoffs) and about half as big as the audience to last Wednesday's (May 5) 'Expos Baseball' game. Initial audience reaction to the soccer series was not particularly favourable, the index of 57 for the game - won by St Louis by a score of 2 to 0 - representing an unusually low level of audience enjoyment for a network sports event.
- . Saturday of this week (10:00-10:30 pm in the west and 10:09-10:38 EDT in eastern areas) marked the full network debut of a two-part drama series entitled DUET. Audience reaction to the opening program, 'Gunplay' by Douglas Bowie, was not at all enthusiastic. With almost one-third of the audience reporting that they hadn't enjoyed the play "at all", and with many others being only slightly less critical, the broadcast rated an index of

enjoyment of only 35 for the audience as a whole - much the lowest index for any network program this week and one of the lowest levels of enjoyment on record for a CBC drama. By far the most common complaint was that the plot of the play, such as it was, had been pointless, the subject matter trivial and too removed from reality to be enjoyable. The audience was 6 per cent. (More detailed information on viewers' reactions to this program has been separately reported.)

Broadcast at 10:30-11:00 pm in the west but joined in progress at 10:40 pm in eastern areas, the Saturday country music series MY KIND OF COUNTRY this week had a 10 per cent audience as against audiences of 12 and 9 per cent for the first and second programs of the series. As a whole this third edition, featuring host-star Ray St Germain with guest singer Dave Dudley, rated a fairly typical 'My Kind of Country' index of 74.

On Wednesday, at 10:30-11:00 pm in Ontario and Quebec but at various other times elsewhere across the country, this week's half-hour edition of VACATION CANADA drew virtually the same size of audience (8 per cent) as the two opening hour-long programs on April 14 and 28. While still satisfactorily high, the level of enjoyment among those who are watching has declined somewhat since the series began, the opening program (on vacation areas in British Columbia and the Atlantic provinces) having an index of 84, the second program (on vacation spots in Ontario, Quebec and the Prairies) an index of 80, and this week's program (on camping and boating) an index of 77.

In the Sunday 7:00-8:00 pm slot, normally occupied by 'Adventures in Rainbow Country' and 'Bill Cosby', the network this week presented a musical version of the fairy tale classic, THE FROG PRINCE, featuring the puppet creations 'The Muppets' with Gordon Thompson and Trudy Young as the prince and princess. In addition to an undetermined but presumably large number of children under the age of 12, the program drew an adult-teenage audience of 22 per cent - at least as big as adult-teenage audiences maintained in recent weeks by each of the two pre-empted programs. With teenage viewers of 'The Frog Prince' being even more enthusiastic (index 85) than adults, the broadcast was very much enjoyed with an index of 78 for the adult-teenage audience as a whole.

Network coverage of THE ROYAL VISIT to British Columbia, which began on Monday May 3, continued on Tuesday, Wednesday and Friday this week - though lack of sufficient advance notice of scheduling resulted in no audience data being available for the Tuesday 'Farewell Address' by the Queen. The Friday coverage of the citizenship ceremonies (broadcast live to the full network at 1:30-2:17 pm eastern time) drew a fairly substantial daytime audience of 6 per cent and was much appreciated with

an audience enjoyment index of 87. This same high level of enjoyment was also attained by the Friday evening (7:30-8:00 pm) program highlighting the day's events (index 88) and by the Wednesday broadcast (7:30-8:00 pm in the east but re-scheduled in the west) recounting the tour and covering the departure, earlier in the day, of the Royal visitors (index 86). Broadcast on the metronet and on some CBC affiliated stations, each of these two programs drew an audience of 12-13 per cent representing some 1.3 to 1.5 million adult and teenage viewers.

A CBC RESEARCH REPORT

TV/71/31

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MAY 14 - 20, 1971

THIS WEEK

Special programming this week included live coverage of the final two Hockey playoff games, 'The Preakness' horse race, the 1971 F.A. Cup Final, the musical 'Here Comes The Sun' and the second of two 'Duet' dramas. The full network also carried a documentary 'China 71' and the metronet and some CBC affiliated stations presented a memorial tribute to Sir Tyrone Guthrie; due to insufficient advance notice of scheduling, however, no audience data is available for either of these two programs.

Regular network programs pre-empted throughout the country this week included 'Tuesday Night', 'Suzuki On Science', 'The New Majority', 'Telescope', 'Men At Law', and Tuesday's 'Viewpoint'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MAY 14 - 20, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
NHL HOCKEY PLAYOFF (Final game)	Tue. 8:30-11:50	60	89
NHL HOCKEY PLAYOFF	Sun. 2:00- 4:50	43	90
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	29	81
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	27	78
WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 9:00-10:00	27	75
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	22	84
THE INTERNS (Repeat)	Thu. 8:00- 9:00	20	84
ROWAN AND MARTIN (Repeat)	Fri. 8:00- 9:00	20	70
ADVENTURES IN RAINBOW COUNTRY (Repeat)	Sun. 7:00- 7:30	19	76
TOMMY HUNTER	Fri. 9:00-10:00	19	81
THE BOLD ONES (Repeat)	Mon. 9:00-10:00	18	79
ED SULLIVAN (Repeat)	Sun. 8:00- 9:00	17	61
EXPOS BASEBALL	Wed. 8:00-10:38	15	67
CBC WEEKEND (P.M. Trudeau)	Sun. 10:00-11:00	15	81
* CBC NATIONAL NEWS	S-S. 11:00-11:21	15	82
BILL COSBY (Repeat)	Sun. 7:30- 8:00	14	66
'HERE COMES THE SUN' (Music special)	Sat. 8:00- 9:00	12	64
'THE PREAKNESS'	Sat. 5:00- 6:00	11	88
EDGE OF NIGHT	M-F. 3:30- 4:00	11	83
MY KIND OF COUNTRY	Sat. 10:30-11:00	9	76
* F.A. CUP FINAL	Sat. 2:00- 4:00	7	79
THE GALLOPING GOURMET	M-F. 4:00- 4:30	7	69
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	6	82
TOMMY BANKS	Sat. 9:30-10:30	6	64
MAN AT THE CENTER	Mon. 10:00-10:30	6	65
(Profile of artist Barker Fairley)			
VACATION CANADA	Wed. 10:40-11:00	6	73
'DUET: NOT ALL BY MYSELF' (drama)	Sat. 9:00- 9:30	4	35
MAN ALIVE	Mon. 10:30-11:00	4	\$
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	4	\$
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	\$
TAKE THIRTY	M-F. 3:00- 3:30	4	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions.)

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC netronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- CBC WEEKEND (Sunday 10:00-11:00 pm) this week presented an hour-long conversation with Prime Minister Trudeau. Despite its late-season scheduling, the audience to the program was slightly bigger than to most 'CBC Weekend' broadcasts this season - 15 per cent as against a series' average of 13 per cent. The interview, which saw Larry Zolf, Pierre Nadeau, Kay Sigurjonsson and Jack Webster question the Prime Minister on such subjects as M.P.'s salaries, the monarchy, the FLQ crisis and War Measures Act, government policies and federal-provincial relations, was rated by the majority of those who watched it as a highly interesting, worthwhile and enjoyable broadcast. As a result, the program rated an enjoyment index of 81 - one of the highest levels of audience enjoyment attained by a 'Weekend' program this season and well above the average index of 73 for the current series.
- Earlier on Sunday evening, at 9:00-10:00 pm, the network presented the fourth WAYNE AND SHUSTER COMEDY SPECIAL of the season, the guest performer on this occasion being Montreal singer Ginette Reno. At 27 per cent the audience was substantially smaller than individual audiences to the just-completed 'Henry VIII' series in the 'Sunday At Nine' slot, also somewhat below average for previous 'Wayne and Shuster' broadcasts this season with audiences in the 26-31 per cent range. On the whole, however, Sunday's 'W & S' special, with an index of audience enjoyment of 75, was somewhat more enjoyed by those who watched it than any of the three previous Wayne and Shuster specials this season - indices 72, 66 and 70.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MAY 14 - 20, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	15	87
HYMN SING	Sun. 5:30- 6:00	8	84
* VIEWPOINT	M-F. 11:22-11:29	3	\$
* KLAHANIE	Sat. 1:30- 2:00	2	\$
UPDATE	Sat. 6:00- 6:30	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
* ANALOG	Sun. 1:00- 1:15	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	13	80
THE ODD COUPLE (Repeat)	Thu. 7:30- 8:00	6	78
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	6	81
* SINGALONG JUBILEE	Wed. 7:30- 8:00	5	\$
JULIA (Repeat)	Fri. 7:30- 8:00	5	\$
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	4	\$
PROGRAM X ('Gerber's Girls')	Thu. 9:00- 9:30	4	\$
THE GALLOPING GOURMET	Sat. 6:30- 7:00	3	\$
THE WORLD WE LIVE IN	Thu. 9:30-10:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
55 NORTH MAPLE	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
CAROL BURNETT (Repeat)	Mon. 8:30- 9:30	18	79
FRIDAY NIGHT MOVIE ('Valley of Mystery')	Fri. 8:00-10:00	17	78
IRONSIDE (Repeat)	Mon. 10:00-11:00	16	83
+ ACADEMY PERFORMANCE ('One-Eyed Jacks')	Sat. 8:00-11:00	16	74
HEE HAW (Repeat)	Sun. 7:30- 8:30	16	76
DEAN MARTIN (Repeat)	Thu. 8:30- 9:30	16	78
MANNIX (Repeat)	Thu. 10:00-11:00	15	80
ANDY WILLIAMS (Repeat)	Fri. 7:00- 8:00	13	78
NATIONAL GEOGRAPHIC SPECIAL ('Siberia: The Endless Horizon') (Repeat)	Fri. 10:00-11:00	13	89
GLEN CAMPBELL (Repeat)	Sat. 7:00- 8:00	13	81
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	11	71
MOD SQUAD (Repeat)	Tue. 7:30- 8:30	11	88
PIG 'N' WHISTLE (Repeat)	Mon. 9:30-10:00	11	74
MARCUS WELBY, M.D. (Repeat)	Sun. 10:00-11:00	11	82
FAMILY AFFAIR (Repeat)	Thu. 7:00- 7:30	10	83
THE COURTSHIP OF EDDIE'S FATHER (Repeat)	Tue. 7:00- 7:30	10	79
HERE COME THE SEVENTIES (Repeat)	Thu. 9:30-10:00	9	62
+ HERE'S LUCY (Repeat)	Sun. 8:30- 9:00	8	83
△ CTV NATIONAL NEWS	S-S. 11:00-11:20	8	80
UNTAMED WORLD (Repeat)	Sun. 7:00- 7:30	8	87
ROOM 222 (Repeat)	Mon. 8:00- 8:30	7	78
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	82
+ UFO (Repeat)	Mon. 7:00- 8:00	6	78
+ ENGELBERT HUMPERDINCK (Repeat)	Thu. 7:30- 8:30	5	74
W5	Sun. 9:00-10:00	5	\$
ANOTHER WORLD	M-F. 3:00- 3:30	4	83
NASHVILLE NORTH (Repeat)	Tue. 8:30- 9:00	4	\$
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	4	\$
TROUBLE WITH TRACY (Repeats)	M-F. 3:30- 4:00	3	\$
UNIVERSITY CHALLENGE	Sun. 5:00- 5:30	3	\$
BARBARA McNAIR (Repeat)	Tue. 10:00-11:00	2	\$

* Pre-empted on Tuesday.

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

△ Broadcast time 12:00-12:20 am on Saturday.

\$ Sample too small for reliable reporting of enjoyment level.

- . The network this week provided live coverage of the final two games of this season's HOCKEY PLAYOFFS. Needless to say, both of these - the sixth and seventh games in the Montreal-Chicago series - were very much enjoyed by the great majority of those who watched them - indices a high 89-90. Sunday's (2:00-4:50 pm EDT) game had a 43 per cent audience - the same size of audience as to the third of these final playoffs last Sunday afternoon. Then, on Tuesday (at 8:30-11:50 pm eastern time), a 60 per cent audience, representing some 6.8 million adults and teenagers and equalling the peak TV audience to any playoff this season, watched the seventh and deciding game. CFTO, the Toronto flagship station of the CTV network, also carried this final playoff as did the U.S. CBS network. This additional coverage brought the total English-station audience of adults and teenagers in Canada to some 69 per cent, or just under 8 million. Finally, an estimated 2.5 million viewers watched the game on CBC French network stations giving a grand total adult-teenage audience in Canada of some 10.4 million. In general, hockey playoff audiences have been much bigger this season than last - on both networks - no doubt largely due to the presence this season of a Canadian team in the Stanley Cup finals.
- . On Wednesday, at 10:40-11:00 pm eastern time following the 'Expos Baseball' telecast, VACATION CANADA this week drew its smallest audience of the season thus far - 6 per cent as against previous audiences of 8-9 per cent. Nor was this week's program (which dealt with bicycling, life jackets and outdoor cookery) any more than moderately well received by those who watched it, the index of 73 being 4 points below the level of enjoyment attained by last week's half-hour broadcast and much below the indices of 84 and 80 for the two hour-long 'Vacation Canada' programs which opened the series.
- . With an index of enjoyment of 87 for this week's program featuring guest singer Gisele Mackenzie, audience response to the IRISH ROVERS (Monday 7:30-8:00 pm on the metronet and some CBC affiliates) continues to be highly favourable. The size of the audience to Monday's show was 15 per cent - just marginally bigger than audiences to the series in the past three weeks. (More detailed information on viewers' reactions to this program has been separately reported.)
- . At 6 per cent, the audience to this week's MAN AT THE CENTER (Monday 10:00-10:30 pm) was unchanged from the past few weeks. The program, a profile of 84 year old artist and scholar Barker Fairley, rated an index of audience enjoyment of 65 that was about average for the series.
- . Following this, at 10:30-11:00 pm on Monday, MAN ALIVE presented 'The Boy Scouts of Madison Avenue', a program that looked at some of the religious TV and radio commercials produced by the J. Walter Thompson Company of New York - the world's biggest advertising agency. As was the case last week, the 'Man Alive' audience, at 4 per cent, was too small to provide a reliable indication of viewer enjoyment of the program.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MAY 14 - 20, 1971

DAY	TIME (Eastern, pm)	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 14TH	7:00- 7:30	Not Complete Network			16	ANDY WILLIAMS
	7:30- 8:00	Metronet Only				
	8:00- 8:30	ROWAN AND MARTIN	17	21	FRIDAY NIGHT MOVIE ('Valley of Mystery')	
	8:30- 9:00					
	9:00- 9:30	TOMMY HUNTER	14			
	9:30-10:00					
	10:00-10:30	Metronet Only			16	NATIONAL GEOGRAPHIC SPECIAL
10:30-11:00						
SAT 15TH	7:00- 7:30	Metronet Only			15	GLEN CAMPBELL
	7:30- 8:00	Local Programming				
	8:00- 8:30	'HERE COMES THE SUN'	10	19	+ ACADEMY PERFORMANCE ('One-Eyed Jacks')	
	8:30- 9:00					
	9:00- 9:30	'DUET: NOT ALL BY MYSELF'	4			
	9:30-10:00	TOMMY BANKS	5			
	10:00-10:30					
10:30-11:00	MY KIND OF COUNTRY	7				
SUN 16TH	7:00- 7:30	ADVENTURES IN RAINBOW COUNTRY	16	9	UNTAMED WORLD	
	7:30- 8:00	BILL COSBY	11	19	REE HAW	
	8:00- 8:30	ED SULLIVAN	14			
	8:30- 9:00			10	+ HERE'S LUCY	
	9:00- 9:30	THE WAYNE AND SHUSTER COMEDY SPECIAL	22	6	W5	
	9:30-10:00					
	10:00-10:30	CBC WEEKEND	13	13	MARCUS WELBY, M.D.	
10:30-11:00						
MON 17TH	7:00- 7:30	Local Programming			7	+ UFO
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	THE PARTRIDGE FAMILY	23	8	ROOM 222	
	8:30- 9:00	FRONT PAGE CHALLENGE	18	21	CAROL BURNETT	
	9:00- 9:30	THE BOLD ONES	14			
	9:30-10:00			13	PIG 'N' WHISTLE	
	10:00-10:30	MAN AT THE CENTER	3	20	IRONSIDE	
10:30-11:00	MAN ALIVE	3				
THU 20TH	7:00- 7:30	Local Programming			13	FAMILY AFFAIR
	7:30- 8:00	Metronet Only			7	+ ENGELBERT HUMPERDINCK
	8:00- 8:30	THE INTERNS	18			
	8:30- 9:00					
	9:00- 9:30	Metronet Only			19	DEAN MARTIN
	9:30-10:00				11	HERE COME THE SEVENTIES
	10:00-10:30				19	MANNIX
10:30-11:00	Not Complete Network					
S-S	11:00-11:20	* CBC NEWS	13	10	1 CTV NEWS	

* Partial re-scheduling on Tuesday.

+ Not carried (on this day and at this time) on all CTV stations.

Broadcast time 12:00 - 12:20 am on Saturday.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday and Wednesday data in this table.

- . Returning to CBC metronet stations following a six-week pre-emption by 'Hockey Playoffs', PROGRAM X (Thursday 9:00-9:30 pm) this week presented 'Gerber's Girls', a documentary drama by Rod Coneybeare. Starring were Sharon Acker, Barbara Franklin, Paisley Maxwell and Toby Tarnow. The audience was 4 per cent, average for the series but, here again, involving too few panel members to provide a reliable indication of the extent to which those who watched the program enjoyed it.
- . On Saturday, at 2:00-4:00 pm in Ontario and Quebec and at various other times in other parts of the country, the network provided coverage of the previous week's F.A. CUP FINAL. The audience was 7 per cent - just slightly bigger than audiences to the 1970 Cup Final and replay which were carried last year on CBC metronet stations and on some but not all affiliated stations. With an index of audience enjoyment of 79 Saturday's game was, as usual, much enjoyed by the great majority of those who watched it.
- . At 5:00-6:00 pm eastern time on Saturday the network provided live coverage from Baltimore's Pimlico Race Track of the 96th running of THE PREAKNESS. At 11 per cent, the audience was about two-thirds the size of the audience at this same time two weeks previously to the telecast of the 1971 'Kentucky Derby'. 'The Preakness' was, however, somewhat the more enjoyed of the two events, its index of 88 surpassing by some 8 index points the level of enjoyment attained by the 'Triple Crown' opener.
- . HERE COMES THE SUN, a musical 'cross-country tour of Canada', occupied the Saturday 8:00-9:00 pm slot this week in all areas except the Atlantic provinces where it ran from 9:00-10:00 pm. The program, which featured various Canadian artists and music groups including Tommy Hunter, Ginette Reno and Don Harron, had a 12 per cent audience and an index of audience enjoyment of 64 - the latter representing a fairly low level of achievement for a variety special.
- . Following this, at 9:00-9:30 pm on Saturday (one hour later in the Atlantic provinces) the network carried the second program of the two-part DUET series. The audience to the play, 'Not All By Myself' by Len Peterson, was relatively small for a program in this prime Saturday evening slot - 4 per cent. Indications are that this week's 'Duet' was no more favourably received than last week's, the index of audience enjoyment in each case being a low 35. As with 'Gunplay', viewers of 'Not All By Myself' appear to have had considerable difficulty in following and in seeing much point to the plot of the play.
- . Broadcast an hour and a half later than usual this week, at 9:30-10:30 pm (10:30-11:30 pm in the Atlantic region) Saturday's TOMMY BANKS show drew a 6 per cent audience - the same size as the audience to the last 'Tommy Banks' program two weeks previously and some 2-3 percentage points below

the audience level of the two opening shows of the series. Viewer reaction to this week's show, however, was somewhat more favourable than to previous programs in the series, the index of enjoyment being 64 as against indices of 58, 55 and 52 for the three preceding shows.

. This week's MY KIND OF COUNTRY (Saturday 10:30-11:00 pm, an hour later in the Atlantic provinces) featured guest singer Tom Hall. The audience was 9 per cent and the index of enjoyment 76 - both measures of performance being virtually unchanged over these past three weeks.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/71/32

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MAY 21 - 27, 1971

THIS WEEK

Special network programming this week included a CBC-produced film drama entitled 'The Offering' and a pre-Census Day program entitled 'On A Clear Day You Can Count Forever'. Due to insufficient advance notice of scheduling, however, no audience data is available for the latter broadcast. The week also marked the debut of a new network series, 'The Performers'.

The only regular CBC program to be pre-empted throughout the country this week was 'Country Canada'.

SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2200 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of Newfoundland and of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers who actually watch these programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MAY 21 - 27, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	26	75
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	25	87
THE INTERNS (Repeat)	Thu. 8:00- 9:00	23	85
FRONT PAGE CHALLENGE	Mon. 8:30- 9:00	22	84
ROWAN AND MARTIN (Repeat)	Fri. 8:00- 9:00	21	67
ADVENTURES IN RAINBOW COUNTRY (Repeat)	Sun. 7:00- 7:30	19	75
TOMMY HUNTER	Fri. 9:00-10:00	19	81
EXPOS BASEBALL	Wed. 8:00-10:39	19	76
THE BOLD ONES (Repeat)	Mon. 9:00-10:00	18	83
ED SULLIVAN (Repeat)	Sun. 8:00- 9:00	18	58
CBC NATIONAL NEWS	S-S. 11:00-11:21	15	83
MEN AT LAW (Repeat)	Tue. 9:00-10:00	14	82
THE HART AND LORNE TERRIFIC HOUR	Sun. 9:00-10:00	14	58
BILL COSBY (Repeat)	Sun. 7:30- 8:00	14	69
CBC WEEKEND	Sun. 10:00-11:00	13	74
EDGE OF NIGHT	M-F. 3:30- 4:00	10	83
IT WAS A VERY GOOD YEAR (1933)	Tue. 8:00- 8:30	9	66
TELESCOPE (Profile of Chief Dan George)	Tue. 8:30- 9:00	8	81
TUESDAY NIGHT	Tue. 10:00-11:00	8	73
('Philby-A Ruthless Journey') (Repeat)			
'THE OFFERING' (drama)	Sat. 8:00-10:00	8	56
MY KIND OF COUNTRY	Sat. 10:30-11:00	8	76
THE GALLOPING GOURMET	M-F. 4:00- 4:30	7	71
VACATION CANADA	Wed. 10:40-11:00	7	79
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	6	88
‡ MAJOR LEAGUE BASEBALL	Sat. 2:00- 5:37	6	73
MAN AT THE CENTER (Architects Jack Diamond and Barton Hyers)	Mon. 10:30-11:00	5	\$
MAN ALIVE	Mon. 10:30-11:00	5	\$
THE PERFORMERS	Sat. 10:00-10:30	5	\$
NATION'S BUSINESS (Social Credit)	Sun. 11:15-11:21	4	\$
TAKE THIRTY	M-F. 3:00- 3:30	3	\$
* PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
THE NEW MAJORITY	Sun. 4:00- 4:56	2	\$

‡ Joined in progress at 2:30 pm EDT in Ontario.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Making its first appearance in a new time slot - Thursday 9:00-9:30 pm on CBC metronet stations - THE IRISH ROVERS this week drew a 13 per cent audience at the national level, 18 per cent in the metronet area where the series is fully available. This is about the same size of audience that the series attracted during its just-completed 7-week run on Mondays at 7:30-8:00 pm on metronet stations plus some CBC affiliates, and is a very much bigger metronet station audience than has ever been drawn this season by 'Program X' in this same Thursday evening time slot - even during peak viewing months. Viewer reaction to 'The Irish Rovers' continues to be highly enthusiastic, this week's index of audience enjoyment being a typically very high 88. Indeed, the series ranks as being more enjoyed by those who watch it than any other Canadian or U.S. variety series currently being shown on either Canadian network. The audience to 'The Irish Rovers' also ranks as the biggest audience on record for any CBC series with only metronet area coverage. (Information on viewers' reactions to individual items in this week's program has been separately reported.)
- Carried by CBC metronet stations on Thursday evenings at 9:30-10:00 pm until the end of January, and then at 10:00-10:30 pm until April 1st, MUSIC ALBUM returned this week to the metronet (and to some affiliated stations) in the Monday 7:30-8:00 pm slot. Typical of the 'Music Album' series throughout the season, regardless of broadcast time, this week's edition featuring guest singers Joyce Sullivan and Ed Evanko drew an audience that was too small to provide a reliable indication of the level of viewer enjoyment - in this case, an audience of 3 per cent nationally, 5 per cent within the metronet area where the program was fully available.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MAY 21 - 27, 1971

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
HYMN SING	Sun. 5:30- 6:00	9	86
MUSIC ALBUM	Mon. 7:30- 8:00	3	\$
VIEWPOINT	M-F. 11:22-11:29	3	\$
KALEIDOSPORT	Sun. 2:30- 4:00	2	\$
*KLAHANIE	Sat. 1:30- 2:00	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
UPDATE	Sat. 6:00- 6:30	2	\$
ANALOG	Sun. 1:00- 1:15	1	\$
<u>CBC METRONET</u>			
THE IRISH ROVERS	Thu. 9:00- 9:30	13	88
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	12	88
THE ODD COUPLE (Repeat)	Thu. 7:30- 8:00	8	73
* BEVERLY HILLBILLIES	Tu-F. 5:30- 6:00	6	83
* SINGALONG JUBILEE	Wed. 7:30- 8:00	5	\$
JULIA (Repeat)	Fri. 7:30- 8:00	5	\$
THE WORLD WE LIVE IN	Thu. 9:30-10:00	5	\$
THE FORSYTE SAGA (Repeat)	Fri. 10:00-11:00	4	\$
THE GALLOPING GOURMET	Sat. 6:30- 7:00	3	\$
ZUT	Sat. 7:00- 7:30	3	\$
PROGRAM X ('Getting In')	Thu. 10:00-10:30	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F. 12:30- 1:00	2	\$
SUZUKI ON SCIENCE	Sun. 2:00- 2:30	1	\$
55 NORTH MAPLE (Repeats)	M-F. 1:30- 2:00	1	\$
<u>CTV NETWORK</u>			
IRONSIDE	Mon. 10:00-11:00	17	85
MANNIX (Repeat)	Thu. 10:00-11:00	16	83
MOD SQUAD (Repeat)	Tue. 7:30- 8:30	16	81
DEAN MARTIN (Repeat)	Thu. 8:30- 9:30	14	77
+ WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	13	77
HEE HAW (Repeat)	Sun. 7:30- 8:30	12	78
THE COURTSHIP OF EDDIE'S FATHER (Repeat)	Tue. 7:00- 7:30	12	82
MARCUS WELBY, M.D. (Repeat)	Sun. 10:00-11:00	12	82
F.B.I. (Repeat)	Fri. 10:00-11:00	11	81
ANDY WILLIAMS (Repeat)	Fri. 7:00- 8:00	11	77
'BLACK WATER GOLD' (drama)	Tue. 9:00-10:50	11	73
GLEN CAMPBELL (Repeat)	Sat. 7:00- 8:00	11	81
+ FRIDAY NIGHT MOVIE ('A Man Called Adam')	Fri. 8:00-10:00	11	69
+ ACADEMY PERFORMANCE ('Heller In Pink Tights')	Sat. 8:00-10:00	10	68
PIG 'N' WHISTLE (Repeat)	Mon. 9:30-10:00	10	75
FAMILY AFFAIR	Thu. 7:00- 7:30	10	82
NASHVILLE NORTH (Repeat)	Tue. 8:30- 9:00	8	72
ROOM 222 (Repeat)	Mon. 8:00- 8:30	8	78
CTV NATIONAL NEWS	S-S. 11:00-11:20	8	79
UNTAMED WORLD (Repeat)	Sun. 7:00- 7:30	7	85
HERE COME THE SEVENTIES (Repeat)	Thu. 9:30-10:00	7	70
+ HERE'S LUCY (Repeat)	Sun. 8:30- 9:00	7	80
+ UFO (Repeat)	Mon. 7:00- 8:00	6	75
W5	Sun. 9:00-10:00	6	\$
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	5	\$
ANOTHER WORLD	M-F. 3:00- 3:30	4	\$
FAMOUS JURY TRIALS	M-F. 2:30- 3:00	3	\$
TROUBLE WITH TRACY (Repeats)	M-F. 3:30- 4:00	3	\$

+ Joined in progress in Manitoba

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level.

- . This week's schedule presented yet another novel Saturday evening program line-up - from 8:00 to 10:00 pm a drama special entitled 'The Offering', followed by the debut of a new half-hour variety series, 'The Performers', followed by half-an-hour of the regular Winnipeg-produced country music show, 'My Kind of Country' - each of these programs running an hour later in the Atlantic region. THE OFFERING, a story of a love affair between two young people from alien cultures, starred Kee Faun and Ratch Wallace and was produced for the CBC by Toronto film-maker David Sexter. It had an 8 per cent adult-teenage audience (representing some 900,000 viewers) and an index of audience enjoyment of 56 - low by network program standards generally but about average for all drama specials carried by the network this season. The complete audience record for these one-occasion CBC drama presentations in 1970-71:

<u>Program</u>	<u>Day/Date/Time</u>	<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
'Nobody Knows' (The breakdown of a British family)	Wed. Sep. 30 9:00-10:00 pm	14	53
'A Dime's Worth' (Story of a child, rejected by her wayward mother)	Sat. Oct. 3 10:00-10:30 pm	7	64
'Night' (Fight for survival by crew of whaling ship in Arctic ice)	Wed. Oct. 7 8:30-10:00 pm	11	47
'Straight On Till Morning' (Story of rather plain girl whose ambition is to have a baby)	Wed. Oct. 21 9:00-10:00 pm	15	38
'A Gift For Maggie' (Musical drama based on a story by O. Henry)	Fri. Dec. 25 8:00- 9:00 pm	9	58
'The Megantic Outlaw' (Story of Canadian folk hero Donald Morrison)	Wed. Jan. 27 9:30-11:00 pm	16	65
'The Family: The Stranger Was Me' (A young boy's experience in a foster home)	Wed. Feb. 17 9:00-10:00 pm	15	80
'The Family: You and Me' (A young couple's marital problems)	Wed. Feb. 24 9:00-10:00 pm	14	55

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSITION
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MAY 21 - 27, 1971

DAY	TIME (Eastern, pm)	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 11ST	7:00-7:30	Not Complete Network		
	7:30-8:00	Metronet Only	14	ANDY WILLIAMS
	8:00-8:30			
	8:30-9:00	ROMAN AND MARTIN	18	
	9:00-9:30			
	9:30-10:00	TOMMY HUNTER	14	+ FRIDAY NIGHT MOVIE (('A Man Called Adam'))
	10:00-10:30			
SAT 22ND	10:30-11:00	Metronet Only	14	F.B.I.
	7:00-7:30	Metronet Only		
	7:30-8:00	Local Programming	13	GLEN CAMPBELL
	8:00-8:30			
	8:30-9:00	'THE OFFERING'	6	+ ACADEMY PERFORMANCE (('Heller In Pink Tights'))
	9:00-10:00			
	10:00-10:30	THE PERFORMERS	4	
SUN 23RD	10:30-11:00	MY KIND OF COUNTRY	6	Local Programming
	7:00-7:30	ADVENTURES IN RAINBOW COUNTRY	16	8 UNTAMED WORLD
	7:30-8:00	BILL COSBY	12	15 HEE HAW
	8:00-8:30			
	8:30-9:00	ED SULLIVAN	15	8 + HERE'S LUCY
	9:00-9:30	THE HART AND LORNE TERRIFIC HOUR	13	7 W5
	9:30-10:00			
MON 24TH	10:00-10:30	CBC WEEKEND	11	14 MARCUS WELBY, M.D.
	10:30-11:00			
	7:00-7:30	Local Programming		
	7:30-8:00	Not Complete Network		8 + UFO
	8:00-8:30	THE PARTRIDGE FAMILY	21	9 ROOM 222
	8:30-9:00	FRONT PAGE CHALLENGE	18	
	9:00-9:30			9 'WILDFIRE'
TUE 25TH	9:30-10:00	THE BOLD ONES	15	12 PIC 'N' WHISTLE
	10:00-10:30	MAN AT THE CENTER	4	
	10:30-11:00	MAN ALIVE	4	21 IRONSIDE
	7:00-7:30	Local Programming		
	7:30-8:00			14 THE COURTSHIP OF EDDIE'S FATHER
	8:00-8:30	IT WAS A VERY GOOD YEAR	7	19 MOD SQUAD
	8:30-9:00	TELESCOPE	8	10 NASHVILLE NORTH
WED 26TH	9:00-9:30	MEN AT LAW	12	
	9:30-10:00			
	10:00-10:30	TUESDAY NIGHT ('Philly-A Ruthless Journey') (Rapaac)	7	14 * BLACK WATER GOLD
	10:30-11:00			
	7:00-7:30	Local Programming		
	7:30-8:00	Metronet Only		
	8:00-8:30			
THU 27TH	8:30-9:00	THE INTERNS	20	8 DES O'CONNOR
	9:00-9:30			
	9:30-10:00	Metronet Only		18 DEAN MARTIN
	10:00-10:30			
	10:30-11:00	Not Complete Network		8 HERE COME THE SEVENTIES
				19 MANNIX
F-S	11:00-11:30	ORG SPONS	13	9 CTV NEWS

* Broadcast time 9:00-10:50 pm.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Wednesday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Wednesday data in this table.

<u>Program</u>	<u>Day/Date/Time</u>	<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
'Wife And Man' (Comedy drama;couple reverse traditional man-woman roles of housekeeper, provider)	Wed. Mar. 10 9:00-10:00 pm	13	54
'The Family: Forever Amok' (Comedy drama;young man's sexual affairs embarrass welfare authorities)	Wed. Mar. 17 9:00- 9:50 pm	13	52
'The Family: Straight and Narrow' (Family man dreams of "getting away from it all")	Wed. Mar. 24 9:00-10:00 pm	10	56
'The Mercenaries' (Experiences of a young Canadian missionary-priest. Repeat)	Sat. Apr. 17 9:00-10:30 pm	9	58
'How To Break A Quarter Horse' (Paul St. Pierre drama of an Indian's murder trial. Repeat)	Wed. Apr. 28 8:00- 9:00 pm	9	76
'Duet: Gunplay' (Man living in fantasy world and his relationship with young girl)	Sat. May 8 10:00-10:30 pm	6	35
'Duet: Not All By Myself' (Story of unsuccessful designer overshadowed by his artist wife)	Sat. May 15 9:00- 9:30 pm	4	35
'The Offering' (Love affair of two young people from alien cultures)	Sat. May 22 8:00-10:00 pm	8	56

. Next, from 10:00-10:30 pm on Saturday (11:00-11:30 pm in the Atlantic regions) came the debut of THE PERFORMERS, a summer variety series hosted by Gordie Tapp and featuring promising talent from across the country. The audience for this opening program was 5 per cent, too small an audience to provide any indication of how much those who watched the show enjoyed it.

. Then, from 10:30-11:00 pm on Saturday (an hour later in the Atlantic provinces) MY KIND OF COUNTRY had an audience this week of 8 per cent - just slightly smaller than the 9-10 per cent audience for the last three programs in the series. This

week's show, with guest singer Carl Smith, was well received by music-variety program standards, the index of audience enjoyment of 76 being about average for the series this past month, and about on a par with audience enjoyment of two other CBC music-variety shows - 'Singalong Jubilee' and 'Countrytime'.

The audience to AUDUBON WILDLIFE THEATRE (Sunday 5:00-5:30 pm) was 6 per cent this week - unchanged from the past few weeks but somewhat smaller than audiences in the 9-11 per cent range attracted to the series throughout most of the season. In line with viewer reaction to most 'Audubon' programs which have indices in the high 82-90 range, this week's look at the wildlife in the mountains of British Columbia was very much enjoyed by the great majority of those who watched it - index of enjoyment a high 88.

Like most other regular network shows, HYMN SING on Sunday, (5:30-6:00 pm on the metronet and on some CBC affiliated stations) has been drawing slightly smaller audiences in recent weeks than throughout the earlier part of the season - 9 per cent as against an earlier-season average audience of 11 per cent. The series, which throughout the season has attained consistently high indices of audience enjoyment of 80 or above, was much enjoyed as usual this week with an index of 86.

THE WONDERFUL WORLD OF DISNEY (Sunday 6:00-7:00 pm) had a 25 per cent audience this week - a big audience yet only about two-thirds the size of the very large audiences that the series normally draws during the peak (January-March) viewing period. As with virtually all programs in the 'Disney' series, this week's repeat showing of 'The 101 Problems of Hercules' was very much enjoyed by those who watched it - index of enjoyment 87.

ADVENTURES IN RAINBOW COUNTRY (Sunday 7:00-7:30 pm) which, from January through March was averaging audiences of 27-28 per cent, this week attracted a 19 per cent audience for a repeat showing of 'Panic In The Bush'. However, this week as always, in the common CBC-CTV reception area 'Rainbow Country' had a substantial audience advantage (on this occasion 2:1) over the directly opposing CTV series 'Untamed World'. With an index of audience enjoyment of 75, this week's repeat program was also just as well received by those who watched it as were most of the original 'Rainbow Country' presentations.

At 9:00-10:00 pm on Sunday, the network presented the season's third HART AND LORNE TERRIFIC HOUR. The audience was 14 per cent, only about half the size of the audience attracted to the 'Wayne and Shuster' special that occupied this same Sunday slot the week before and one of the smallest audiences for a 'Sunday At Nine' program this season. Nor was this week's 'Terrific Hour' particularly well received by those who watched it, the program as a whole, which featured the Clara Ward Singers and the Shoppe singing group besides the comedy sketches, rated an enjoyment index of only 58. This compares with indices of 55 and 51 for the first two Hart and Lorne specials this season. The overall level of enjoyment of the previous

week's 'Wayne and Shuster' show was much higher (index 75) as was the average index for this season's four 'W & S' specials (71). Comparable data for programs in this season's 'Sunday At Nine' slot:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sep. 13-27	'The Forsyte Saga' - three concluding episodes (average)	20	70
Oct. 4	Wayne and Shuster special	29	72
Oct. 25	'Rock II' - rock concert	18	39
Nov. 1	'Hart and Lorne Terrific Hour'	No information	55
Nov. 8	Centennial tribute to composer Franz Lehar	16 (Ex. Atlantic provinces)	80
Nov. 15	Wayne and Shuster special	26	66
Nov. 22- Jan. 3	'Corwin' - seven-part drama series (average)	21	74
Jan. 10	'Hart and Lorne Terrific Hour'	20	51
Jan. 17	'A Small Remedy' - drama	16	50
Jan. 24	Wayne and Shuster special	31	70
Jan. 31- Mar. 14	'The Manipulators' - seven-part drama series (average)	20	59
Mar. 21- May 9	'The Six Wives of Henry VIII' - six-part drama series (average)	34	76
May 16	Wayne and Shuster special	27	75
May 23	'Hart and Lorne Terrific Hour'	14	58

This week's CBC WEEKEND (Sunday 10:00-11:00 pm) included a talk with Paul Hellyer about his resignation from the Liberal Party and the establishment of 'Action Canada', a report on the current labour dispute in Flin Flon Manitoba, and a report by Pierre Nadeau on Haiti including an interview with Haitian President Duvalier. Both the size of the audience this week (13 per cent) and the index of enjoyment for the program as a whole (74) were about average for the 'Weekend' series this season.

Guest challengers on this week's FRONT PAGE CHALLENGE (Monday 8:30-9:00 pm) were television personalities Ed Sullivan and David Frost. Viewer reaction to the program was highly enthusiastic, the enjoyment index of 84 for the program as a whole being several index points higher than for most 'Front Page Challenge' programs this season. Throughout most of the season 'Challenge' audiences have been at the 24-25 per cent level; this week, as in the past month or so, viewing was slightly below normal, at the 22 per cent mark.

Irregular scheduling of MAN AT THE CENTER this season has presented the series at various times on Monday and Wednesday evenings when audiences for individual programs have ranged between 5 and 9 per cent with an overall average of about 6 per cent. This week's program, broadcast at 10:30-11:00 pm on Monday, was a talk with Toronto architects Barton Myers and Jack Diamond. It drew a 5 per cent audience - and incidentally involved just too few respondents to provide a reliable measure of audience enjoyment. Indices of enjoyment for previous 'Man At The Center' programs this season have varied greatly - from a high of 82 for the October 28 profile of 19th century artist Paul Kane to a low of 45 for the March 24 program on Italian medieval poet Dante. The week-by-week performance record for 'Man At The Center' this season:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Wed. Sep. 23 9:00-10:00 pm	'Banquet of Life' - on over population and food shortages	8	72
Wed. Oct. 28 9:00-10:00 pm	Profile of artist Paul Kane	8	82
Mon. Nov. 9 10:30-11:00 pm	Tour of Ontario Science Centre	6	69
Mon. Nov. 16 10:30-11:00 pm	The Bauhaus Revolution (repeat)	5	64
Mon. Nov. 23 10:30-11:00 pm	The Orford String Quartet	No data	
Wed. Dec. 9 10:00-11:00 pm	'Edge of Mind' - on ESP	7	59
Mon. Jan. 11 10:00-10:30 pm	Profile of author W.O. Mitchell	7	65
Mon. Jan. 18 10:00-10:30 pm	Profile of Esse Ljungh - former supervising producer of CBC radio drama	5	60

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Wed. Jan. 20 10:00-11:00 pm	'Roots' - on the effect of the environment on our cultural heritage	5	67
Mon. Feb. 8-22 10:30-11:00 pm	'The Senses' - a 3-part series on perception - average	6	78
Wed. Mar. 17 10:00-10:50 pm	'Mackenzie the Firebrand' - drama documentary on William Lyon Mackenzie	9	66
Wed. Mar. 24 10:00-11:00 pm	'Dante' - on Italian medieval poet	5	45
Mon. Apr. 26 10:00-11:00 pm	'Boney Was A Warrior' - on Napoleon Bonaparte (repeat)	7	68
Mon. May 3 10:00-10:30 pm	Tribute to Beethoven	6	68
Mon. May 10 10:00-10:30 pm	Profile of choreographer Alan Lund	6	58
Mon. May 17 10:00-10:30 pm	Profile of artist-scholar Barker Fairley	6	65
Mon. May 24 10:30-11:00 pm	'Think Big, Build Small' - on architecture	5	No data

MAN ALIVE (Monday 10:30-11:00 pm) this week featured a conversation with Pulitzer Prize-winning poet W.H. Auden. The audience, at 5 per cent, was about average for 'Man Alive' since the end of March but somewhat smaller than the average 7 per cent audience to earlier programs in the series. This 5 per cent audience to Monday's broadcast was also too small to provide a reliable measure of audience enjoyment. Individual indices of enjoyment for previous programs have ranged from a high of 80 for the opening (October 12) program on man's responsibility to his environment to a low of 53 for the March 1 'Game of Christian I' - the average index for the 1970-71 'Man Alive' series as a whole, 65. The complete audience record to date:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Oct. 12	'A Footnote to Genesis' - on man's responsibility for preservation of his environment (10:30-11:00 pm).	7	80
Oct. 19	'The Path' - profile of Anglican Indian priest, the Rev. Ernest Willie (10:30-11:00 pm).	7	75
Oct. 26	Profile of Swedish filmmaker, Ingmar Bergman (10:00-11:00 pm).	7	56
Nov. 2	'Living With Grief' - Max Wiley (10:30-11:00 pm).	9	72
Nov. 30	'Beyond Reason' - on mysticism and the occult (10:00-11:00 pm).	10	57
Dec. 7	'Impulse and Fantasy' - series of verbal essays by Dr. V.M. Rakoff (10:30-11:00 pm).	6	60
Dec. 14	'Good News? Bad News?' - on the Canadian Congress on Evangelism (10:30-11:00 pm).	6	56
Dec. 21	'God Is?' - children's concepts of God (10:30-11:00 pm).	5	75
Dec. 28	'Tomorrow At 5, Becket' - review of the 13th century assassination of Thomas Becket (10:30-11:00 pm).	5	60
Jan. 4	'Alive and Kicking' - on the over-65 generation (10:00-11:00 pm).	10	75
Jan. 11	'The Me Nobody Knows' - excerpts from stage play (10:30-11:00 pm).	6	58
Jan. 18	Interview with retiring United Church of Canada Moderator Dr. Robert McClure (10:30-11:00 pm).	6	75
Jan. 25	'Man Alive And In Love ... With Mac Davis and Sarah' - performance by singer-composer Mac Davis (10:30-11:00 pm).	10	71
Mar. 1	'Game of Christian I' - round-table discussion (10:30-11:00 pm).	6	53
Mar. 8	'Servant of Servants' - study of the papacy (10:00-11:00 pm).	8	69

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Mar. 15	'Me' - study of relationships between the individual and society (10:30-11:00 pm).	6	67
Mar. 22	'Luther-The Man Who Took The Lid Off' - on Martin Luther's revolt against the established church of the early 16th century (10:30-11:00 pm).	7	72
Mar. 29	Profile of Canadian artist Jack Chambers (10:30-11:00 pm).	5	55
Apr. 5	'Christ, Man Alive' - history of religious music (10:30-11:00 pm).	5	61
Apr. 12	'Life and Death' - comment by U.S. lawyer and political activist William Springfellow on his reactions when faced with death (10:30-11:00 pm).	5	56
May 3	'The Sacred In Art' - a look at an exhibition of religious art (10:30-11:00 pm).	5	56
May 10	'Pornography of Power' - a dramatization of concepts dealt with in Dr. Lionel Rubinoff's book of the same name (10:30-11:00 pm).	4	No data
May 17	'The Boy Scouts of Madison Avenue' - on religious TV and radio commercials (10:30-11:00 pm).	4	No data
May 24	Conversation with Pulitzer Prize-winning poet W.H. Auden (10:30-11:00 pm).	5	No data

At 8:30-9:00 pm on Tuesday TELESCOPE offered a profile of actor Chief Dan George. The program visited Chief George at his Burrard Indian Reserve home in British Columbia and travelled with him to the U.S. on a promotion tour for 'Little Big Man', the movie for which he received an Academy Award nomination. Though it drew one of the smallest 'Telescope' audiences of the season - 8 per cent as against an average 12 per cent and peak 19 per cent - this week's program was very much enjoyed by those who watched it, the index of 81 for the audience as a whole being well above the enjoyment norm of 66 for the current series. This index of 81 in fact equals the previous peak index for a 'Telescope' program this season - for the March 30 profile of singing star Anne Murray. The 1970-71 season record:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sep. 15	Movie actor Donald Sutherland	12	60
Sep. 22	Monsignor Athol Murray, founder of a boy's school in Saskatchewan	10	69
Sep. 29	Toronto composer Ben McPeck	9	59
Oct. 6	Edmonton bookseller and publisher, Mel Hurtig	9	67
Oct. 13	Monty Hall, Winnipegger and host of U.S. TV show 'Let's Make A Deal'	12	66
Oct. 20	Anna Palo-Heimo, founder of school of 'sensitivity training'	10	35
Oct. 27	U.S. film and TV star Eddie Albert	15	77
Nov. 3	Vancouver journalist Pat Carney	12	70
Nov. 10	Ombudsman ex RCMP Commissioner George McClellan	12	78
Nov. 17	Singer-composer Robert Charlebois	10	46
Dec. 1	Former NBC newsman Chet Huntley	9	69
Dec. 8	Actor-singer Don Francks	9	66
Dec. 15	Author Farley Mowatt	12	68
Dec. 22	CBC program host Adrienne Clarkson and husband professor Stephen Clarkson	11	65
Dec. 29	Artist-filmmaker Michael Snow at Venice Biennale	9	47
Jan. 5	Children's TV show 'Sesame Street'	14	71
Jan. 12	Actor John Vernon	13	74
Jan. 26	Midway-carnival worker Patty Conklin	13	71
Feb. 2	NHL star Derek Sanderson	16	69
Feb. 9	Voyage on 'The Queen Elizabeth II'	15	78
Feb. 23	Ballerina Veronica Tennant	13	69
Mar. 2	Ontario general practitioner Dr. James Leeson	14	73
Mar. 9	U.S. journalist and social critic Gloria Steinem	12	56

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Mar. 16	Montreal architect Moshe Safdie	11	66
Mar. 23	Dr. Joe MacInnis, an Ontario physician engaged in underwater research and marine medicine	13	73
Mar. 30	Singer Anne Murray	19	81
Apr. 6	Australian Aborigine Ken Brindle	10	71
May 4	Author Mordecai Richler	4	53

Returning to the network following a six-week pre-emption by Hockey playoffs, TUESDAY NIGHT (10:00-11:00 pm) this week repeated its October 6 program 'Philby: A Ruthless Journey' - a BBC documentary on Kim Philby's career of espionage and counter-espionage in the British and Russian intelligence services. Watched by a below-average 'Tuesday Night' audience of 8 per cent (season's average 11 per cent), this week's repeat rated an index of 73 as against an index of 79 for the original showing. The performance record for 'Tuesday Night' this season:

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Sep. 15	'The Green, The Orange, and The White' - on current upheaval in Ireland	8	63
Sep. 22	'The Life Game' - on job problems of middle-aged Canadians	8	56
Sep. 29	'Delos: Discovering The Universal Man' - 1970 Ekistics Symposium	9	57
Oct. 6	'Philby - A Ruthless Journey' - on British counter-espionage agent Kim Philby	13	79
Oct. 20	'Canada's Water - For Sale?'	12	82
Oct. 27	'Avalanche' - on the development and danger of avalanches	12	83
Nov. 17	'John Kenneth Galbraith vs William F. Buckley' - a debate from Cambridge University	8	59
Nov. 24	'The Hollywood Ten and Others' - on the politics of film-making: Part 1	10	66
Dec. 1	'The Hollywood Ten and Others' - Part 2	9	63

		<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Dec. 8	'The Legacy of Lenin' - on the history of the Russian Revolution	9	61
Dec. 15	'The Great Canadian Train Robbery' - on C.P.R. passenger train service	11	82
Dec. 22	'Good Times, Bad Times' (repeat) - war film by Don Shebib	8	64
Dec. 29	'That Was 1970' - CBC news correspondents' review of the past year	15	74
Jan. 5	'Separatism - A Decade in Perspective' - the history of Quebec separatism	12	68
Jan. 12	'North Vietnam Revisited' - a Michael Maclear documentary	13	78
Jan. 26	'The California Movie' - the life style of Californians	15	56
Feb. 2	'The Struggle For Israel' - history of the Jewish return to Palestine 1900-1948 - Part 1	11	76
Feb. 9	'The Struggle For Israel' - Part 2	14	77
Feb. 16	'The Power And The Glory' - on the British Commonwealth and on recent Commonwealth conference in Singapore	10	76
Feb. 23	'Joyceville' - life in Joyceville penitentiary, Ontario	14	76
Mar. 2	'One Upsville' - on Canadians' attitudes toward Toronto	14	64
Mar. 16	'Belize' - on British Honduras	11	77
Mar. 23	'Death Row U.S.A.' - Truman Capote documentary on capital punishment	15	74
Mar. 30	'To Be Indian' - problems of Canadian Indians	8	58
Apr. 6	'Tito - The Meaning of Courage' - profile of the Yugoslav President	10	79
May 25	'Philby - A Ruthless Journey' (repeat)	8	73

- . Broadcast as usual at 7:30-8:00 pm Wednesday in the east but, due to 'Expos Baseball' coverage, rescheduled in western areas, the metronet series SINGALONG JUBILEE this week drew an audience of 5 per cent nationally, 8 per cent in the metronet area where the series is fully available. This is about the same size of audience that the series has been drawing each week since the end of April but is somewhat smaller than audiences to earlier 'Singalong' programs this season - about 7-8 per cent at the national level, 11 per cent within the metronet area. The current level of audience enjoyment for 'Singalong' is represented by an index of about 74 - as indicated above, on about a par with the level of enjoyment for 'Countrytime' and 'My Kind of Country'.
- . In line with viewer reactions to most of this season's TOMMY HUNTER programs (Friday 9:00-10:00 pm) this week's broadcast, featuring Lynn Jones, Paul Brothers and Fred Dobbs, was highly acclaimed with an audience enjoyment index of 81. Since the end of October when the 'Rusty Rails' comedy sketches were first omitted from the program the series has, with very few exceptions, attained indices of enjoyment of at least 75. Indeed, since February, all but two 'Tommy Hunter' shows have had indices of 80 or more. In comparison, last year's half-hour 'Tommy Hunter' series (Sunday 7:00-7:30 pm) had an average index of only 73. While 'Tommy Hunter' certainly lost a substantial number of younger viewers (aged under 12) when it transferred from its Sunday evening slot last season immediately following 'Walt Disney' to its present Friday period following 'Laugh In', the adult-teenage audience for 'Hunter' has remained virtually the same size this season as last - averaging about 22 per cent to the end of March.
- . This week's twenty-first episode of the 26-part THE FORSYTE SAGA series (being repeated in the Friday 10:00-11:00 pm slot on CBC metronet stations) had an audience of 4 per cent - just slightly smaller than the 5 per cent audience to most previous episodes but involving too few panel members this week to provide a reliable indication of viewer enjoyment. Available information for most preceding episodes, however, indicate that the repeat series has been very much enjoyed by those who have watched it - average index of enjoyment about 80.
- . At 8:00-10:39 pm eastern time on Wednesday the network presented its third live EXPOS BASEBALL telecast of the 1971 season. The game, which saw the Expos achieve a 11-1 victory over Atlanta, rated an audience enjoyment index of 76 - 4 index points higher than that of the May 5 Houston-Montreal contest, also won by Montreal but by a narrower margin, and much above the index of 67 for the Atlanta-won May 19 game. The size of the audience for the opening 'Expos' broadcast of the season was 21 per cent, for last week's game 15 per cent, and for this week's 19 per cent.

On Wednesday, at 10:40-11:00 pm eastern time, following the 'Expos Baseball' broadcast, the network carried another VACATION CANADA program, the fifth in the series. This one visited campers at Civil Point National Park, looked at some of the historic buildings of downtown Montreal and discussed salmon fishing in New Brunswick with river guide Clayton Stewart. At 7 per cent the audience was about the same size as for the four previous 'Vacation Canada' programs. Viewer enjoyment of these broadcasts has been more varied, however, this week's program being much more enjoyed than last week's and more in line with the highly favourable reactions to the two opening hour-long programs in the series. The record to date:

			<u>Per Cent Viewing</u>	<u>Index of Enjoyment</u>
Apr. 14	10:00-11:00 pm	Report on vacation areas in B.C. and the Maritimes	9	84
Apr. 28	10:00-11:00 pm	Report on vacation areas in Ontario, Quebec and the Prairies	8	80
May 12	10:30-11:00 pm	On camping and boating	8	77
May 19	10:40-11:00 pm	On bicycling, use of life-jackets and outdoor cooking	6	73
May 26	10:40-11:00 pm	Civil Point National Park, historic Montreal, salmon fishing	7	79

Throughout the 1970-71 season, audiences to the CBC NATIONAL NEWS (weekdays 11:00-11:21 pm and weekends 11:00-11:14 pm) have remained very stable, early season audiences averaging about 17 per cent, increasing by only about 1 percentage point over the January-March period. Within the common CBC-CTV coverage area where the CBC and CTV National News broadcasts run in direct opposition, 'The National' tends to have about a 3 to 2 audience advantage over the private network's national newscast. Both networks' national newscasts, it should be added, have drawn somewhat bigger average audiences this season than last.

- . VIEWPOINT, which follows the CBC 11 pm national newscast at 11:22-11:29 pm weekdays on CBC metronet stations and on some affiliates, has drawn consistently small audiences for many seasons. These amount, in past years as at present, to audiences of about 3 per cent nationally, or 4 per cent in the metronet area where the program is fully available. In actual numbers of viewers this represents a daily audience of about 350,000, a cumulative 5-day audience of about double this - 700,000. This season again, as in the past, the size of the 'Viewpoint' audience is about one third the size of the audience to the weekday National News in that part of the country where both can be received. Because these small 'Viewpoint' audiences involve so few panel members, it is seldom possible to determine viewer reactions to individual day broadcasts. In general, however, the indications are that the series is not particularly well received even by those who watch it - average index of enjoyment about 69, virtually unchanged from past years.

THIS IS THE FINAL WEEKLY REPORT FROM THE
1970-71 PANEL WHICH CEASED OPERATION FOR
THE SEASON ON MAY 21. THE PANEL WILL
RESUME IN THE FALL TO COVER INITIAL
REACTIONS TO THE NEW 1971-72 SCHEDULE OF
NETWORK PROGRAMS.

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Ottawa



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